

DAZZLE SALAZAR

AD PRODUCT DESIGNER

Design Process - Page Optimization with Native ads

DESIGN PROCESS

Page Optimization with Native ads

How we started

Collaborate with our VP of Marketing sales, Project Manager and other internal stakeholders for a potential product to offer for our advertisers. For this project, we want a native strategy to connect consumers to brands by optimizing a product review page with native ads to increase performance.

Solve Visitor Pain Points

Our Data and Insights team helped us with the audience analytics and to understand the customer journey. They've also identified the devices they're using to drive conversions and campaign strategies to focus the conversion points and eliminates wasted impressions. After providing us the insights we have concluded that the review page has so much going on, banner ads are allowing interruption on user experience and most of the audiences are viewing it on desktop.

Goals

- Eliminates all non-essential navigation and standard IAB ads
- Features only your brand's promotions, locking out all competitive branding
- Removing Ad fatigue
- Brand exposure cloaked in editorial content, so we don't tire out the audience.
- Multi-platform. Captures your audience wherever they are spending their time online

PAGE OPTIMIZATION WITH NATIVE ADS

01. REVIEW PAGE

02. SKETCH VARIATIONS

03. A/B TEST

04. CHANGING THE COLOR
OF (CTA)

05. CONCLUSION

06. FINAL DESIGN

07. COMPARISON

08. OTHER SAMPLES

ORIGINAL REVIEW PAGE

Microsoft Surface Pro 4 Review
By Sam Rutherford | October 21, 2015

Editors' rating: ★★★★☆

The Pros
Best Type Cover yet; Bright Pixel Sense display; More sensitive stylus with eraser; Speedy SSD and 6th-gen Intel CPU

The Cons
Below-average battery life; Pricey (especially for Core i7 models); Glitchy rear camera

Verdict
While it might not look new on the outside, the Surface Pro 4 features a faster CPU, bright high-res screen and improved Type Cover but with much less battery life.

\$799 from Amazon

Advertisement
Microsoft Surface Pro 4
Top 5 Deals - Surface Pro 4 February 2016 Clearance Sale!

3DMark Fire Strike
Tests notebook graphics performance.
1 of 10

Laptop	Score
Microsoft Surface Pro 4	843
Apple MacBook Air (13-inch, early 2015)	Not Tested
HP Spectre x360 13t	710
Toshiba Satellite Radius 12 1080p 4K	788
Category Average (as of 01/31/16)	601.23

MOST POPULAR

- 1 Best and Worst Laptop Brands - 2015 Ratings
- 2 How to Delete the Windows.old Folder in Windows 10

Microsoft
Save \$150 on Surface Pro + Type Cover

Advertisement
Editors' Note: We initially rated the Surface Pro 4 3 stars partly because we tested a number of review units equipped with defective cameras. However, in the three months since its release, we continued to test updated models and retail versions and have not encountered the same issue. As such, we feel confident in raising the score to 3.5 stars.

The SP4 (starting at \$899, and \$1,429 as reviewed) plays it safe with an exterior design that's almost exactly the same as the old one. The big changes come in the stunning 12.3-inch PixelSense display, more sensitive stylus, new 6th-gen Intel processors, and wider range of memory and storage options. This makes the SP4 faster and more useful than any Surface ever before. But with the new competition, including the even-sexier Surface Book, is the Surface Pro 4 still the best hybrid device on the market?

Design: Some things stay the same

RELATED REVIEWS

- Lenovo ThinkPad Yoga 260 ★★★★☆
- Vaio Z Flip ★★★★☆
- Dell XPS 12 (2016) ★★★★☆
- E Fun Nextbook Flexx 9 ★★★★☆
- Kurio Smart ★★★★☆

The review page has so much going on and banner ads are interrupting the user experience

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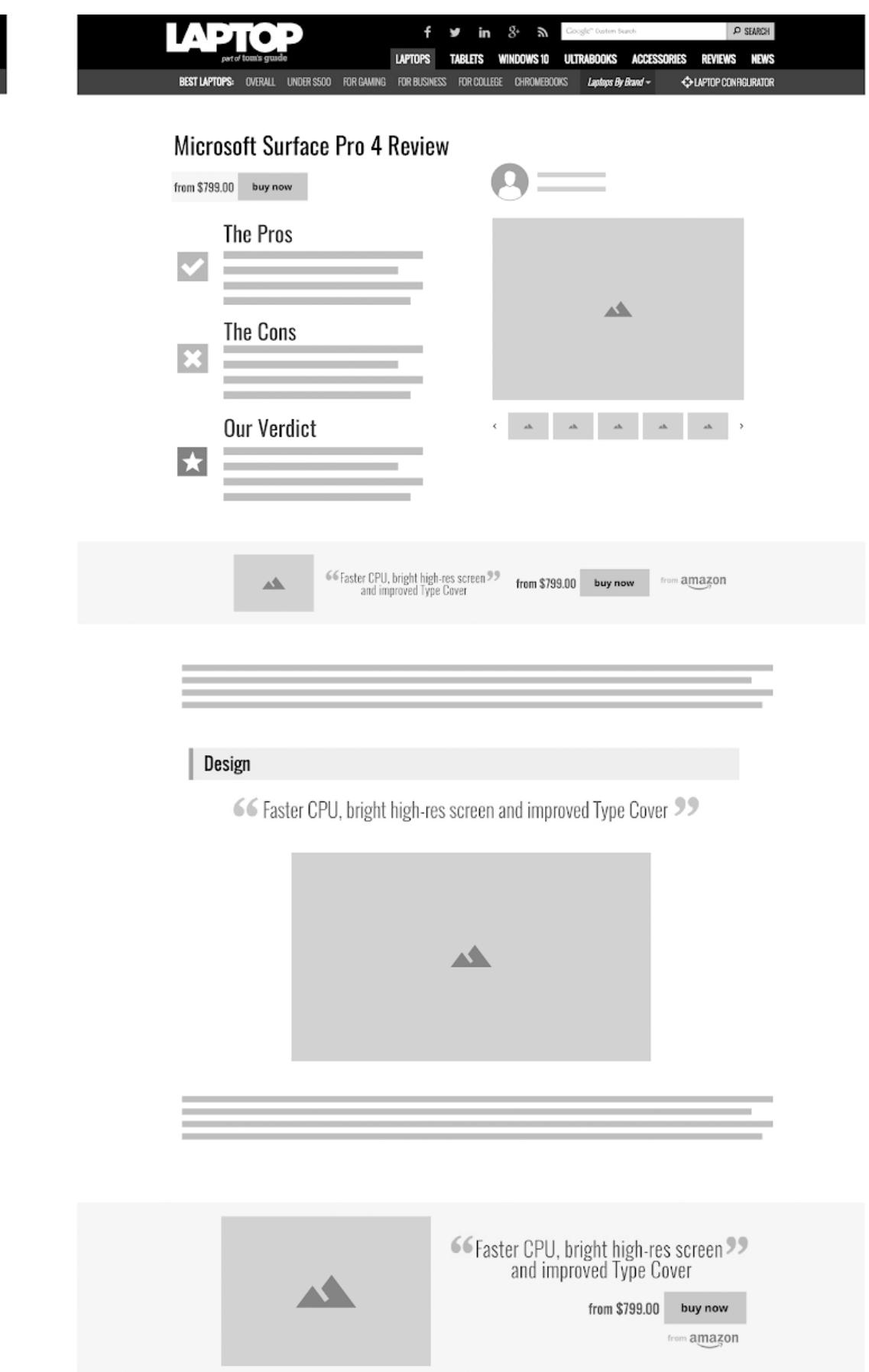
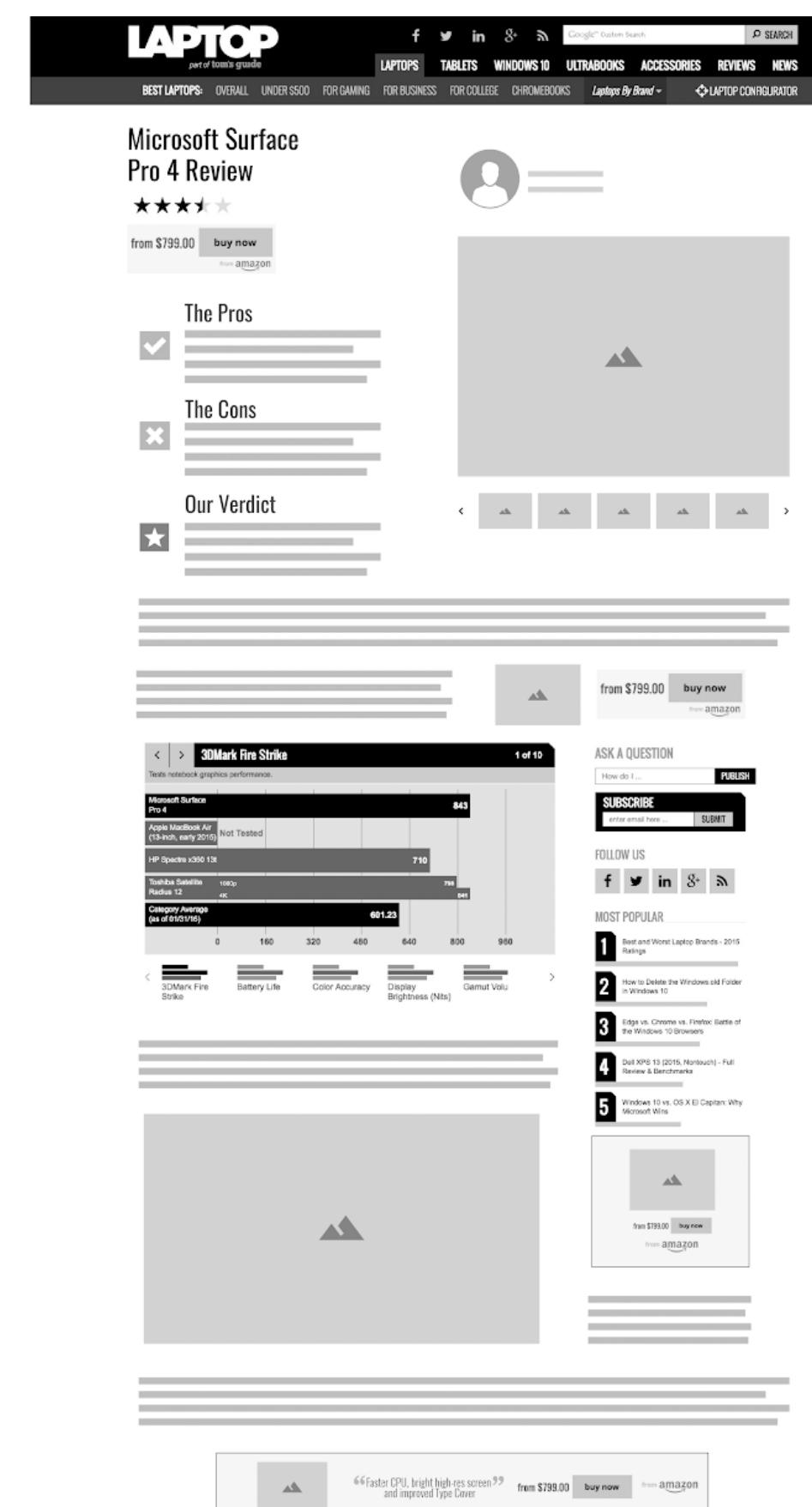
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SKETCH VARIATIONS AND TESTING

We worked on the low-fi (sketches) on how the page layout will look like, our goal is to make it look clean, easy to read for users and place native ads.



Sketching out new page design and experimenting a cleaner layout with the placement of native ads

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A/B TEST

At this point our A/B testers were working on getting the user journeys, heat maps as well as screen records to see what the users were up to and where they scroll, stop and read. They also provided us with a report with actionable recommendations for our native ads to uplift the conversion rate of the new page layout.

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CHANGING THE COLOR OF CALL-TO-ACTION (CTA)

Did some experimenting elements on the native ads, like changing the color of buttons (CTA), changing the headlines, product descriptions, font sizes, and types, images to see what performs best and the once that are engaging to our audience. We have also made a native messaging tailored to meet your campaign goals.

Red (Original color of the button)

ADVERTISEMENT

Microsoft Surface Pro 4

from \$799.00 **buy now**
from amazon

• 6th generation of Intel® Core™ processors.
• Powered by Windows 10, Surface Pro 4
• The 12.3" PixelSense™ display
• More powerful and lighter than ever before

ADVERTISEMENT

“Faster CPU, bright high-res screen”
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Blue Button



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from \$799.00

[buy now](#)

[from amazon](#)

ADVERTISEMENT

“Faster CPU, bright high-res screen”
and improved Type Cover

Microsoft Surface Pro 4

A Microsoft Surface Pro 4 laptop is shown in a hybrid mode, with its screen tilted back to reveal the blue Type Cover keyboard. A white stylus lies next to the keyboard. Below the laptop is a row of five stars, with the first four filled and the last one outlined.

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ADVERTISEMENT

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Yellow Button



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[buy now](#)

from [amazon](#)

ADVERTISEMENT

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[buy now](#)

from [amazon](#)

★★★★★

The advertisement for the Microsoft Surface Pro 4 is identical to the one above it, featuring the same image of the tablet, the same headline, the same list of features, and the same pricing information. The only difference is the addition of a 5-star rating icon below the tablet image.

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CTA CONCLUSION

A red call-to-action button is what we usually use on our CTA BUT the yellow variation receives more clicks after the A/B test, so we have changed the default color of our call-to-action buttons to yellow from now on.

FINAL RESULTS

From our tests, the look and feel of the Optimized and Native design offers a powerful advantage for our advertisers to interact with the targeted consumers while generating brand lift. Optimized and Native ads are more persuasive and drive user focus and traffic at nearly twice the rate of branded banner ads.

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FINAL DESIGN

Better user experience - rids of any distractions and clutter with a cleaner layout

LAPTOP part of Tom's GUIDE

Laptops Tablets Smartphones Ultrabooks Software Apps Reviews News Video

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6th generation of Intel® Core™ processors.
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The 12.3" PixelSense™ display
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from \$799.00 buy now from amazon

ADVERTISING

Microsoft Surface Pro 4

Faster CPU, bright high-res screen and improved Type Cover

Microsoft Surface Pro 4

secure-feeling action. There's a thin vent that runs part of the way around the edge to help cool the system and a new, shiny Microsoft badge on the back. The angled edges are sharp without being painful, and, as before, the Type Cover flips around and lies flat against the back when you put the device in tablet mode.

ADVERTISING

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Performance

Featuring a 2.4-GHz Intel Core i5-6300U CPU, 8GB of RAM and a 256GB SSD, the Surface Pro 4 has enough oomph to deal with pretty much any non-3D-intensive application. You want to stream multiple 1080p videos with upward of 20 Chrome tabs open in the background? No problem, and there's plenty of speed left over to handle Skype, Photoshop and a few PDFs at the same time, too.

HOW THE MICROSOFT SURFACE PRO 4 STACKS UP

Overall Performance

Continuous Web surfing over wireless until battery drained. Longer is better.

Microsoft Surface Pro 4	Apple MacBook Air (13-inch, early 2015)	HP Spectre x360 13t	Category Average	
650	520	520	520	
Graphics Performance	Hard Drive Speed	Overall Performance	Spreadsheet Performance	World of Warcraft (autodefect)

Microsoft Surface Pro 4 from \$799.00 buy now from amazon

Bottom Line

I want to give the Surface Pro 4 a higher score. The PixelSense display is superb bit of engineering, and the new 6th Gen Intel chip delivers the kind of swift performance I'm looking for, but the 6-hour battery life holds the SP4 back from glory. For stylus aficionados, the increased pressure sensitivity and optional pen tip give more depth to your drawings, but probably won't do much to improve the chicken-scratch notes everyone else is making. Instead of the leap we saw on the Surface Pro 3, the SP4 is an iterative step forward with a sizeable step back on battery life.

Microsoft Surface Pro 4 from \$799.00 buy now from amazon

More visually engaging than traditional display ads, optimized and native ads may cost more upfront, but the difference in CTR for native over banners proves its worth in the investment.

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COMPARISON

Before

The screenshot shows the Laptops review page for the Microsoft Surface Pro 4. At the top, there's a navigation bar with links for Laptops, Tablets, Windows 10, Ultrabooks, Accessories, Reviews, and News. Below the navigation is a search bar and social media links. The main content area features a review for the Microsoft Surface Pro 4, which includes a headline, author information, publication date, and a five-star rating. There are sections for 'The Pros' and 'The Cons', followed by a 'Verdict'. Below the review is a 'FIND A REVIEW' section with dropdown menus for Laptops, Keyword, All Subcategories, and Max Price. Further down are two 'Advertisement' boxes for the Microsoft Surface Pro 4, each offering '\$229 off' on the 'Surface Pro & Black Type Cover'. At the bottom of the page is a '3DMark Fire Strike' chart comparing the Surface Pro 4 against other laptops like the Apple MacBook Air and HP Spectre x360 13t. The chart shows scores for various categories including 3DMark Fire Strike, Battery Life, Color Accuracy, Display Brightness (Nits), and Gamut Volu.

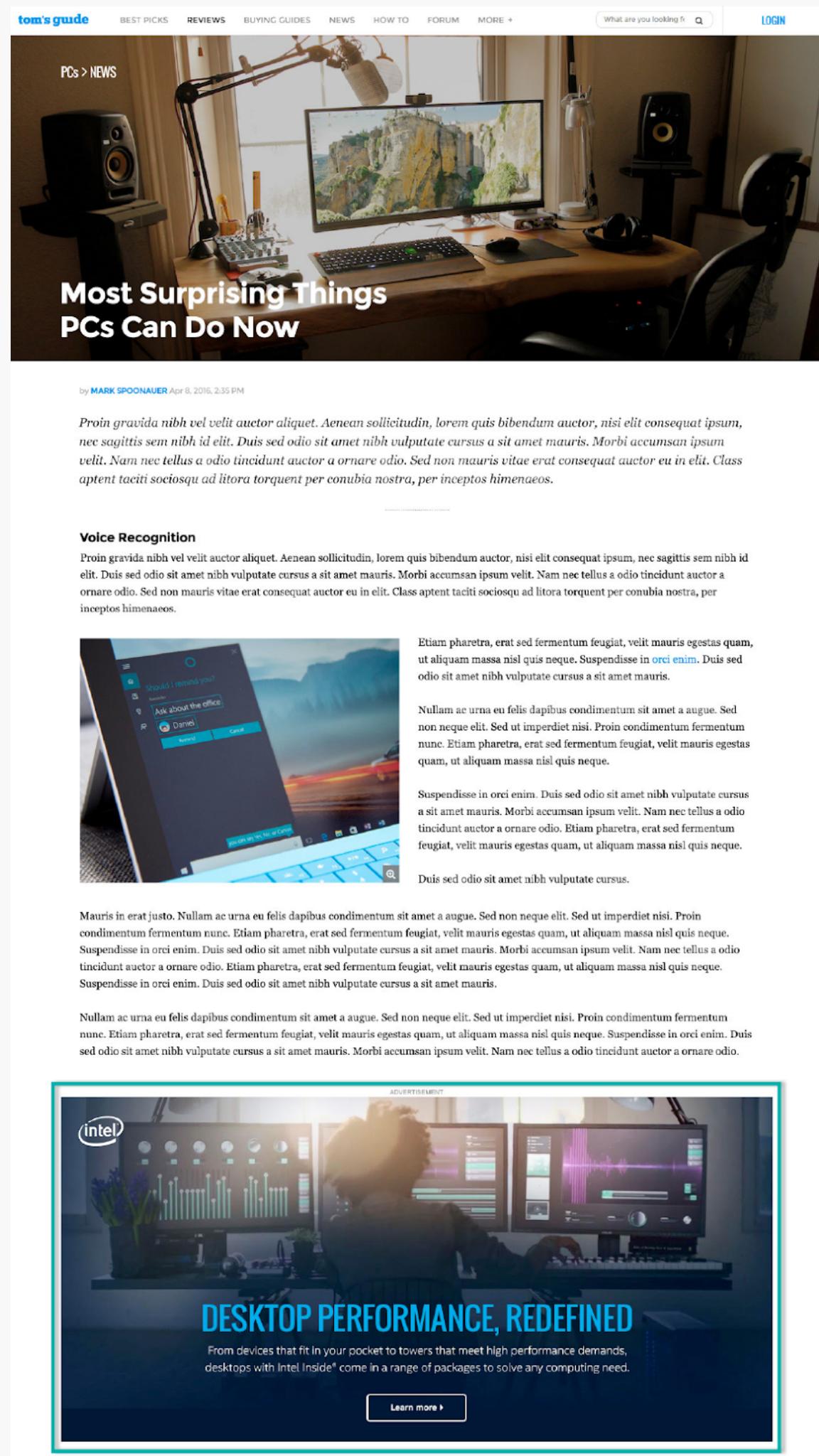
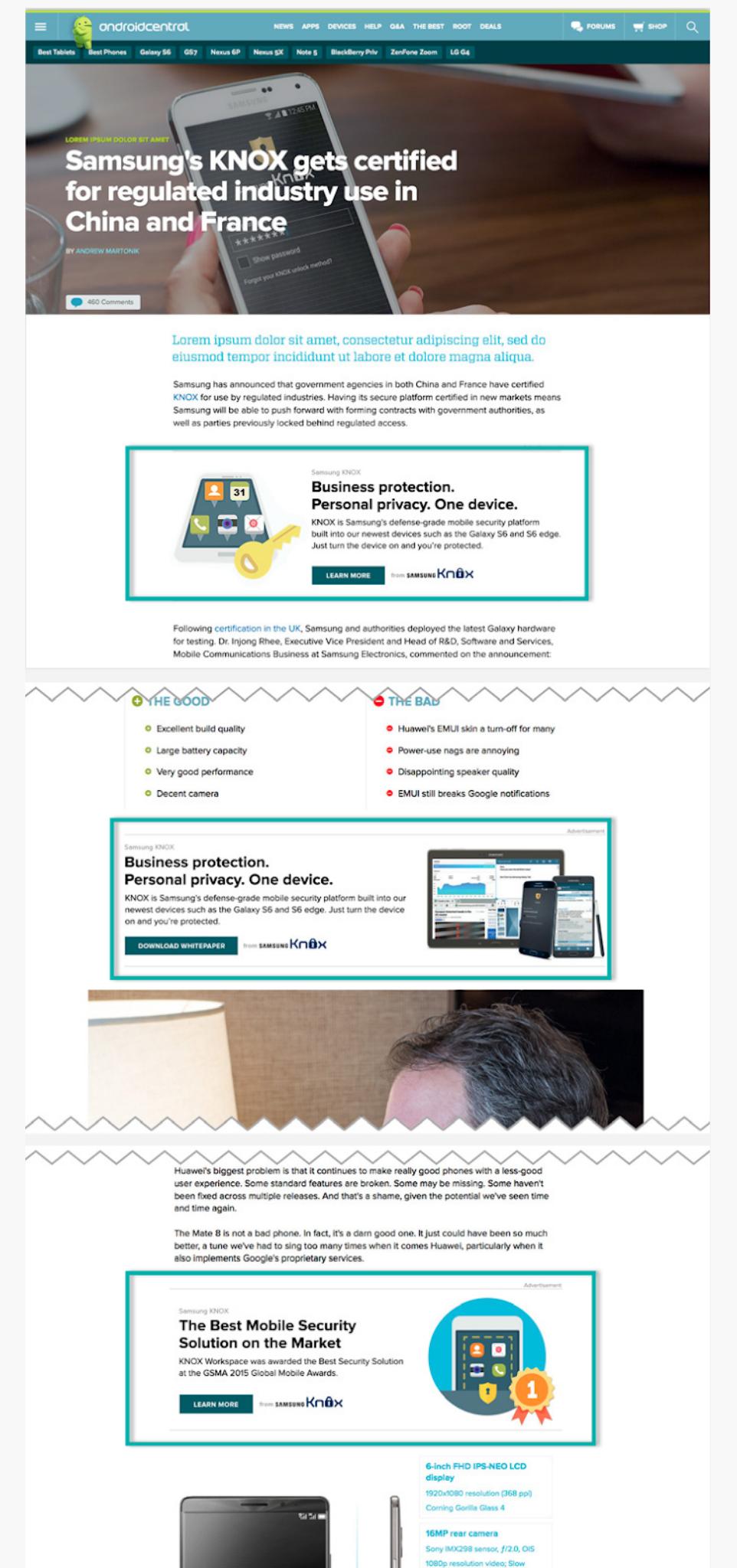
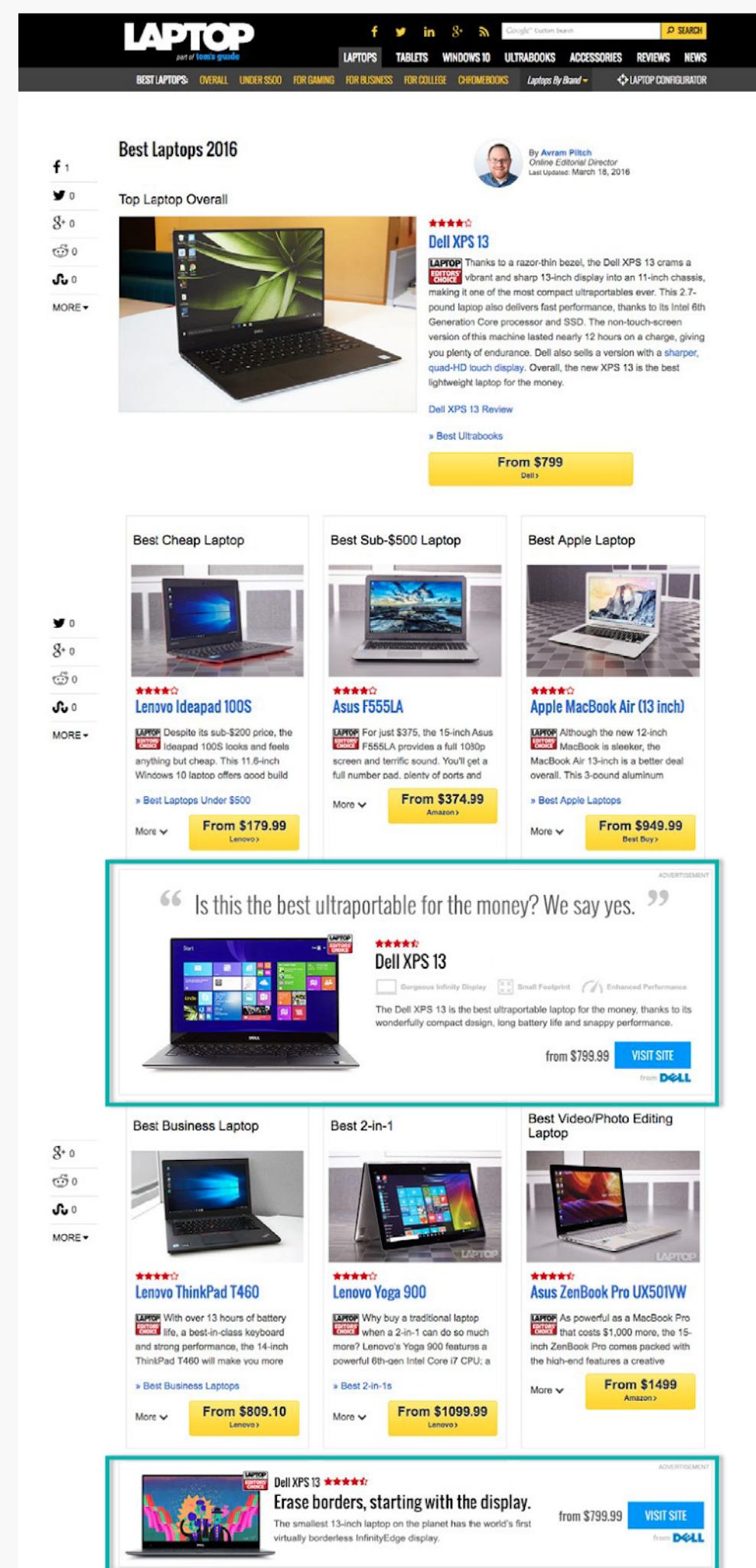
After

The screenshot shows the same Laptops review page for the Microsoft Surface Pro 4, but it has been optimized. The layout is cleaner, with fewer ads. The top navigation and search bar remain the same. The main content area now features a larger, more prominent review for the Microsoft Surface Pro 4, including a five-star rating and a 'buy now' button. Below the review is a 'The PROS' section with a checkmark icon and a 'The CONS' section with a cross icon. To the right is a photo of a person using the Surface Pro 4. Further down is a 'Our Verdict' section with a star icon. At the bottom is a large advertisement for the Microsoft Surface Pro 4, showing a high-resolution image of the device and a 'buy now' button. A note at the bottom states: 'While there are still a lot of traditional notebooks that Microsoft's tablet/laptop hybrid hasn't yet killed, the Surface Pro changed the landscape of mobile computing. Now, the likes of HP, Lenovo, Dell and even Apple are chasing Microsoft's coattails with their own all-purpose devices. But before those machines can hit the shelves, here comes the Surface Pro 4.' A 'Design' section with a quote and a photo of the Surface Pro 4 is also present.

PAGE OPTIMIZATION WITH NATIVE ADS

01. REVIEW PAGE

Other samples of successful Page Optimization with Native ads



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Drive Sales

Lead Gen

Brand Engagement