



mgid



VIETNAM
WEB
SUMMIT

NATIVE ADS:

EXACTLY WHAT MARKETERS NEED IN 2019

mgid.com

\$25,5 bln

vs

\$51 bln

NATIVE ADVERTISING SPENDING

2015
\$25,5 bln

VS

2018
\$51 bln



NATIVE ADVERTISING SPENDING



	2015	2018
Argentina	0.17	0.33
Australia	0.78	1.53
Brazil	0.67	1.31
Canada	0.79	1.55
China	2.61	5.12
France	0.75	1.47
Germany	1.64	3.22
India	0.23	0.45
Indonesia	0.55	1.08
Italy	0.51	1.00
Japan	2.22	4.36
Mexico	0.13	0.26
Russia	0.66	1.3
South Korea	0.57	1.12
Spain	0.38	0.75
United Kingdom	2.12	4.16
United States	10.7	21

\$25,5 bln

\$51 bln

60%

AVERAGE CTR
60%
HIGHER

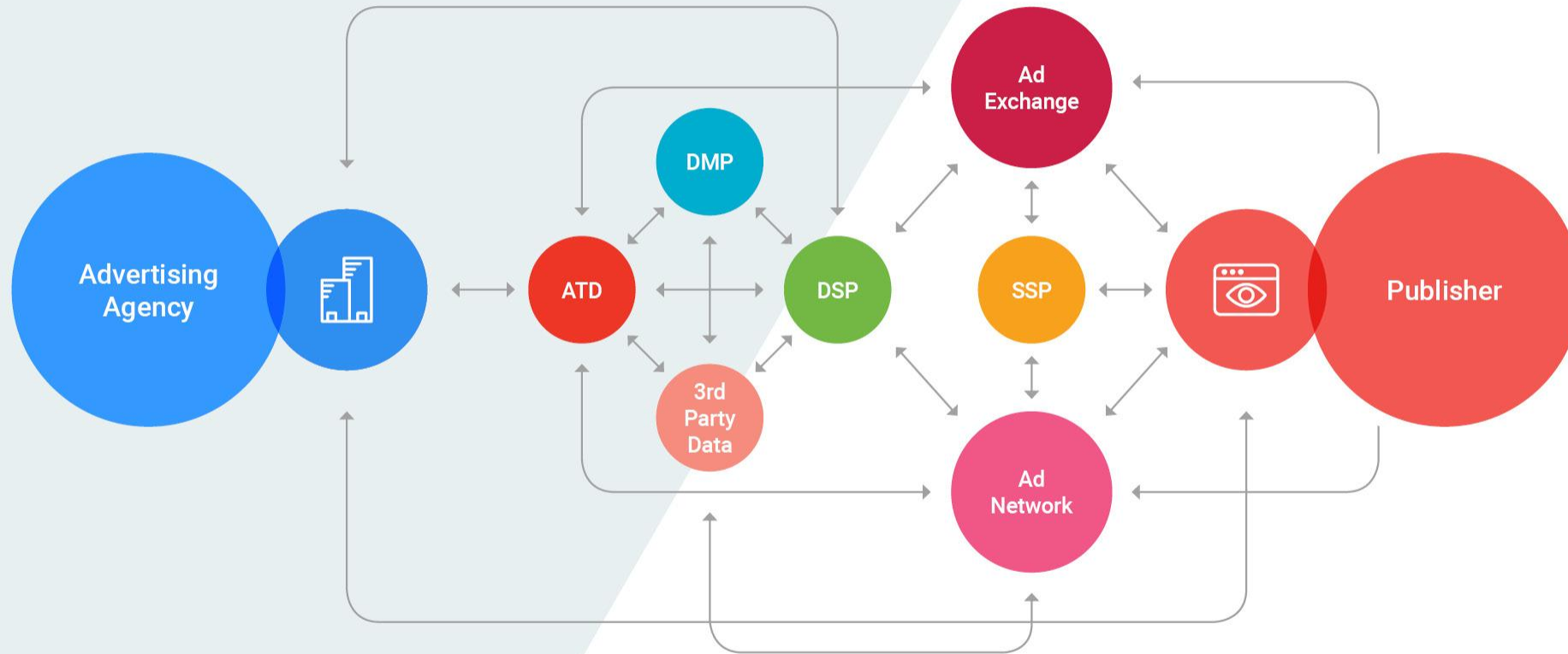
* Across all platforms and formats

NATIVE AD SPEND GROW
YEAR TO YEAR – SO, THIS
STRATEGY PROVIDES ROI.
AD'S CTR MUCH HIGHER
AND CONTINUE TO
GROW – SO AUDIENCE
ENGAGES



CLOSER LOOK AT WHY IT'S HAPPENING

AD ECOSYSTEM



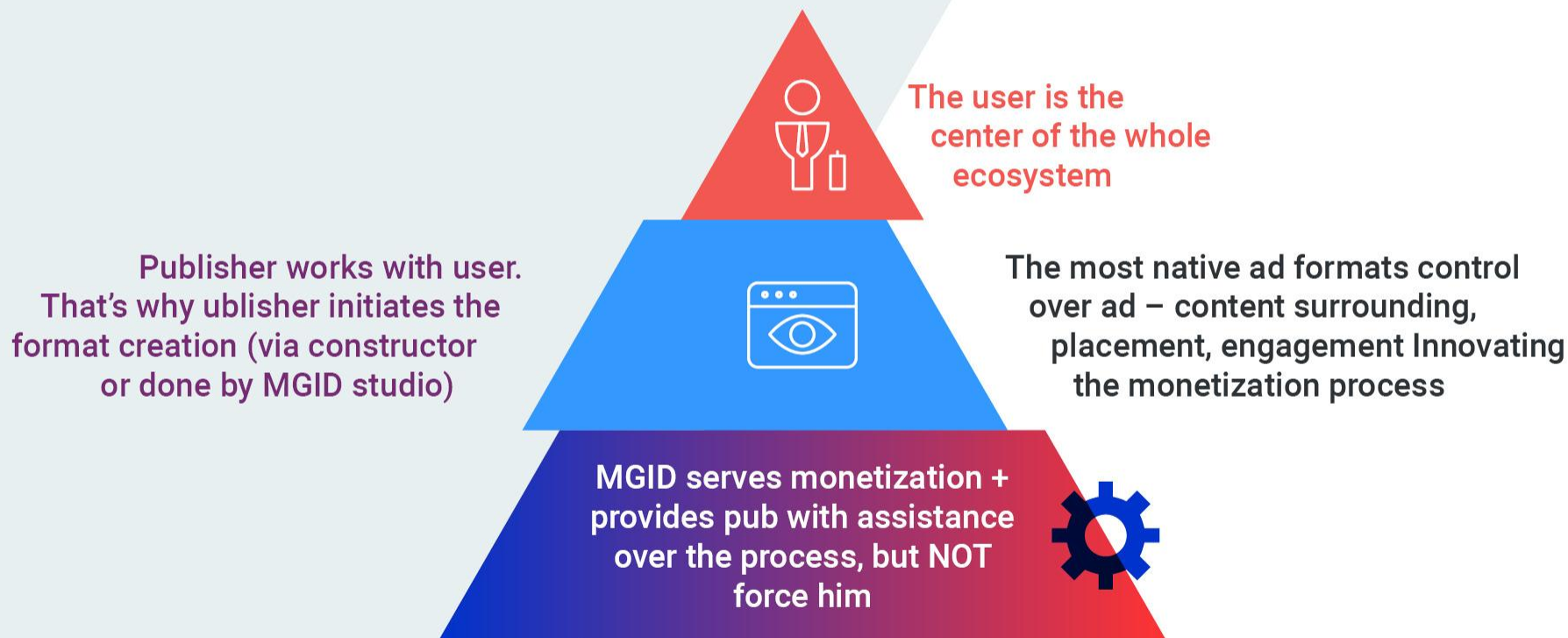
SO, WHAT SHALL WE DO?

A close-up photograph of two hands, one from a person in a grey sleeve and one from a person in a teal sleeve, with their index fingers touching to form a heart shape. The background is a blurred outdoor scene with green grass and a yellow wall.

GIVE PUBS BACK THE CONTROL OVER FORMAT INITIATION – DO REAL NATIVE

**BECOME THE REAL
PARTNER FOR THE USER –
RECOMMEND, NOT SELL**

PUBLISHER'S SIDE – NATIVE MONETIZATION BY MGID

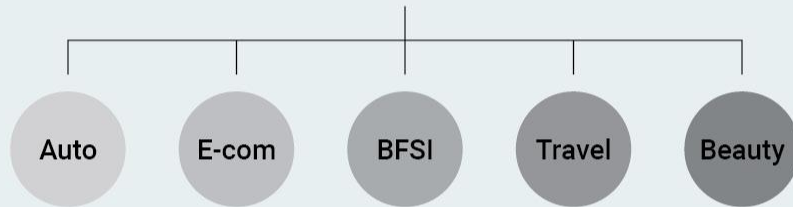


ADVERTISER'S SIDE – MGID'S APPROACH

14

MGID PLATFORM

More than 10 years of performance campaign

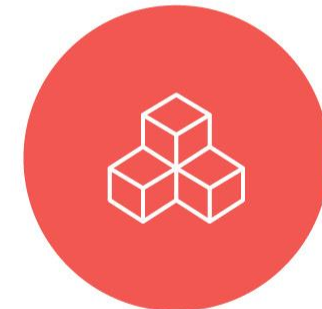


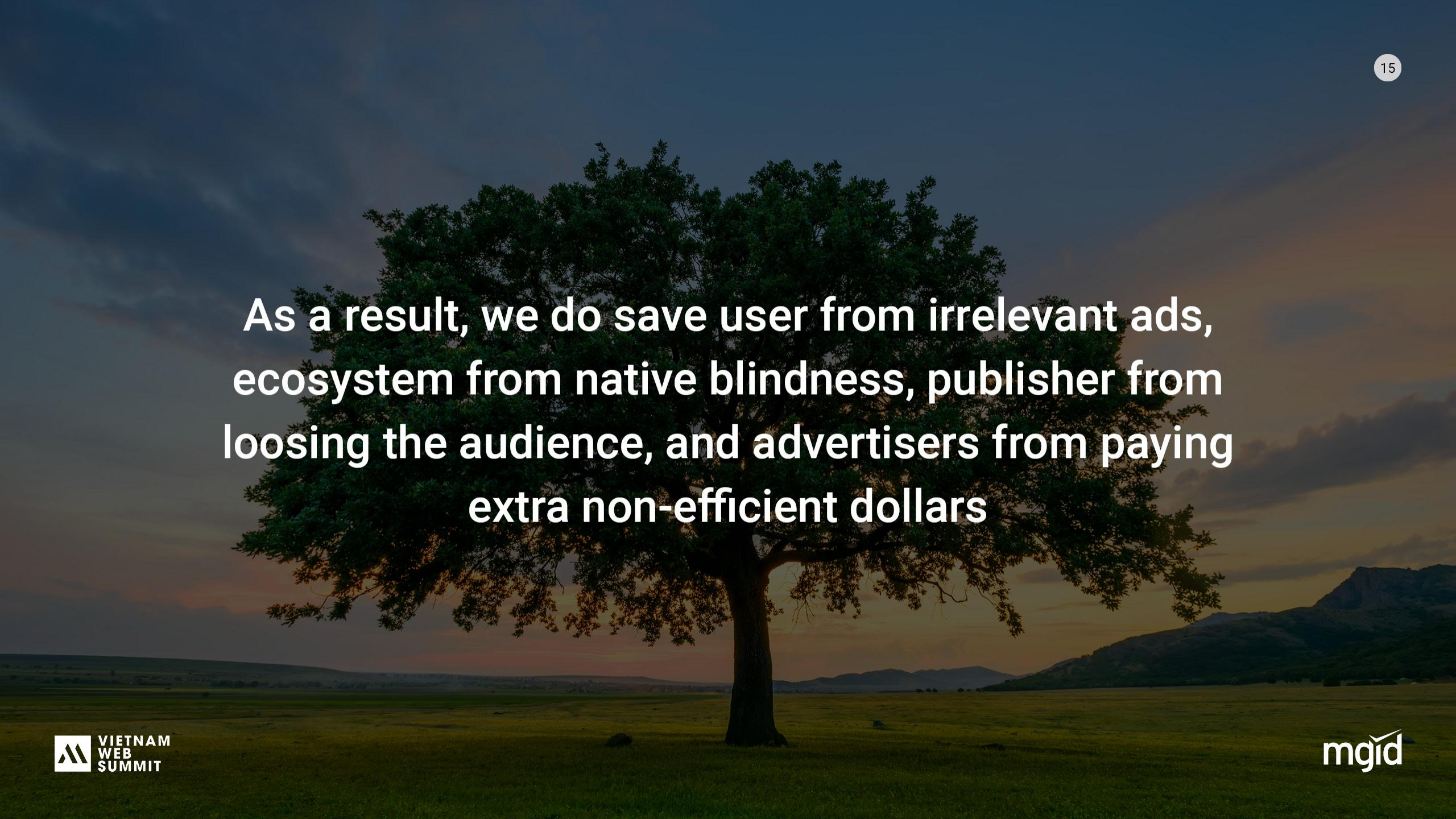
DIRECT SALES GENERATION THROUGH NATIVE ADS



We know what is making sales

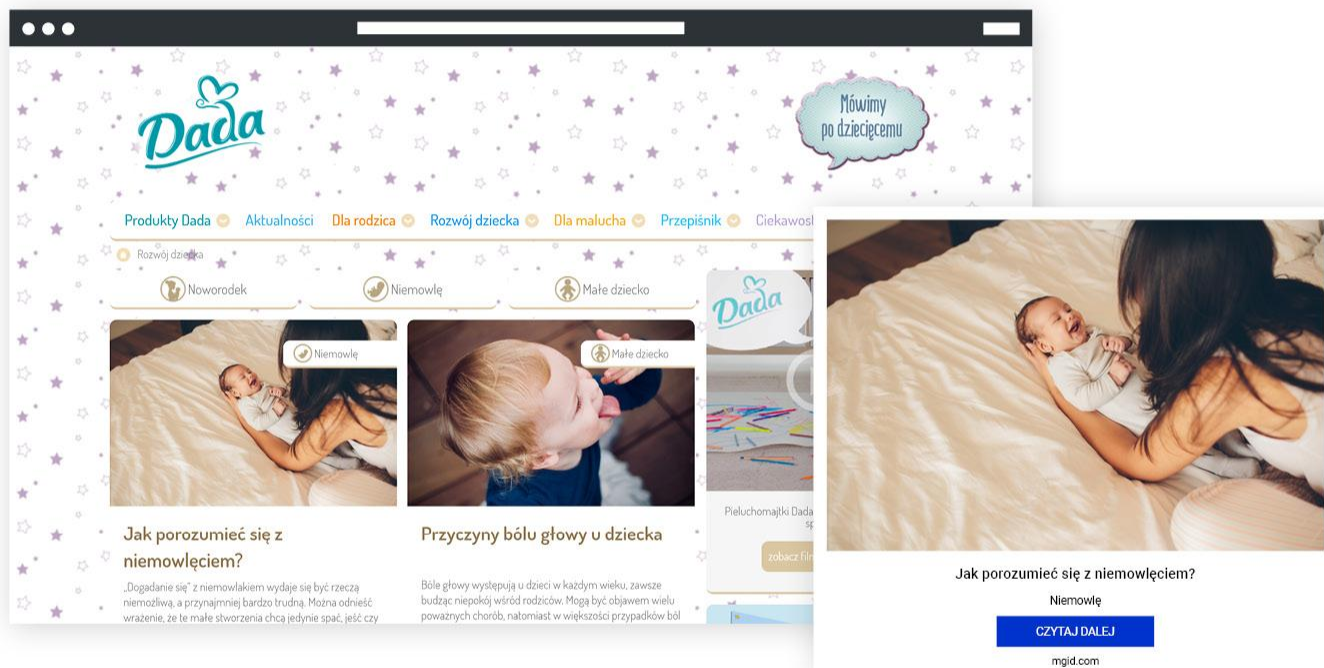
We know what affects the user





**As a result, we do save user from irrelevant ads,
ecosystem from native blindness, publisher from
loosing the audience, and advertisers from paying
extra non-efficient dollars**

DADA PARTNERS WITH MGID TO ENGAGE THE AUDIENCE

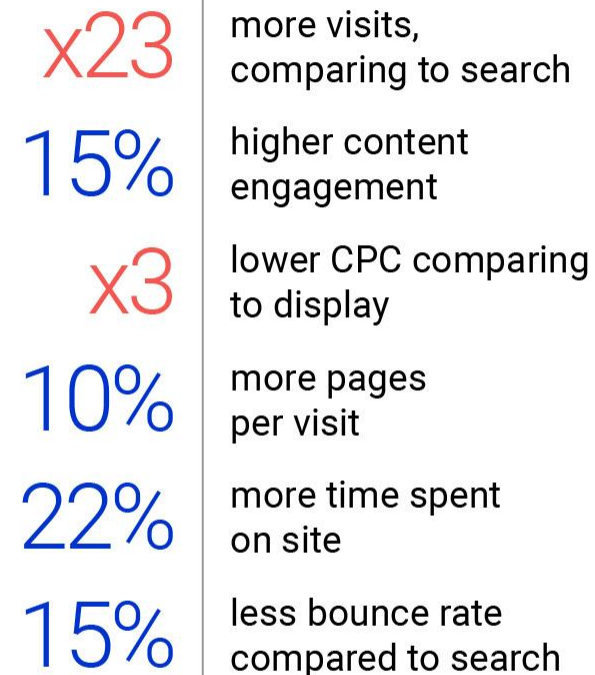


CHALLENGE

Engage the new audience in CIS and Eastern Europe with Dada's content on early months of parenthood.

SOLUTION

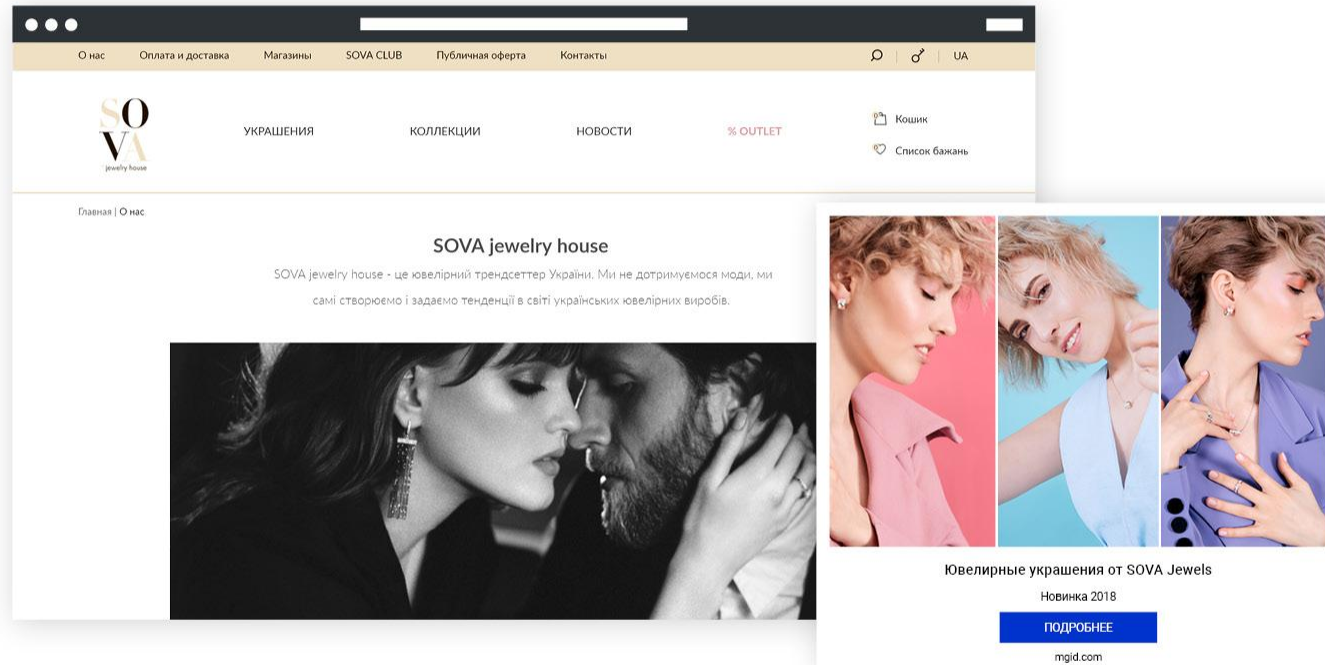
Use MGID native platform to power content recommendations across a CIS&Eastern Europe's premium publishers.



RESULTS

An increase of new visits, higher engagement and lower CPC comparing to search activations.

SOVA JEWELS PARTNERS WITH MGID TO GAIN BRAND AWARENESS



+138%

conversion
rate

212

average time
on site

x8

times lower CPC,
than display

x10

higher
CTR

CHALLENGE

Reach new, high-quality audiences at a large scale to further build the SOVA Jewels brand in CIS countries.

SOLUTION

Use the MGID native platform to drive quality visitors that spend time with SOVA Jewels marketing content and convert at a high rate.

RESULTS

With MGID SOVA Jewels achieved an increase in conversions by 138% with branded content at an average of 212 seconds spent on the site.



Native performance through innovation



Technology and innovation for the future

THANK YOU!