



Adyoulike
Native Advertising®

ADYOULIKE
MEDIA
PACK



OUR MISSION:
DELIVERING THE
BETTER
ADVERTISING
EXPERIENCES FOR
USERS, BRANDS
AND PUBLISHERS

Adyoulike is [Europe's leading in-feed native ad platform](#).
Delivering brand content in the editorial feeds of
Europe's top publishers, for the worlds biggest brands.

[Direct sold or programmatic](#),
Native advertising is now simple, efficient and scalable.

Adyoulike
Native Advertising®

ADYOULIKE QUICK OVERVIEW

- ✓ Since 2012 Adyoulike has pioneered Native Advertising in Europe
- ✓ Programmatic Buying OpenRTB2.3 and native generator via Appnexus, MediaMath & DBM
- ✓ All executions work across Desktop, Mobile and Tablet
- ✓ Since then more than 2000 campaigns run across Europe
- ✓ Our Ads are seen They're delivered where the user spend the majority of their journey
- ✓ We offer a complete Native Solution



TECHNOLOGY

Native campaigns at scale
Full publisher and advertiser platform solution



UNIQUES

45 million



CONTENT

Where ideas are born
Content creation & Content strategy expertise



PAGES IMPRESSIONS

1 billion



DISTRIBUTION

Integrated with top publishers
Premium in-feed placements



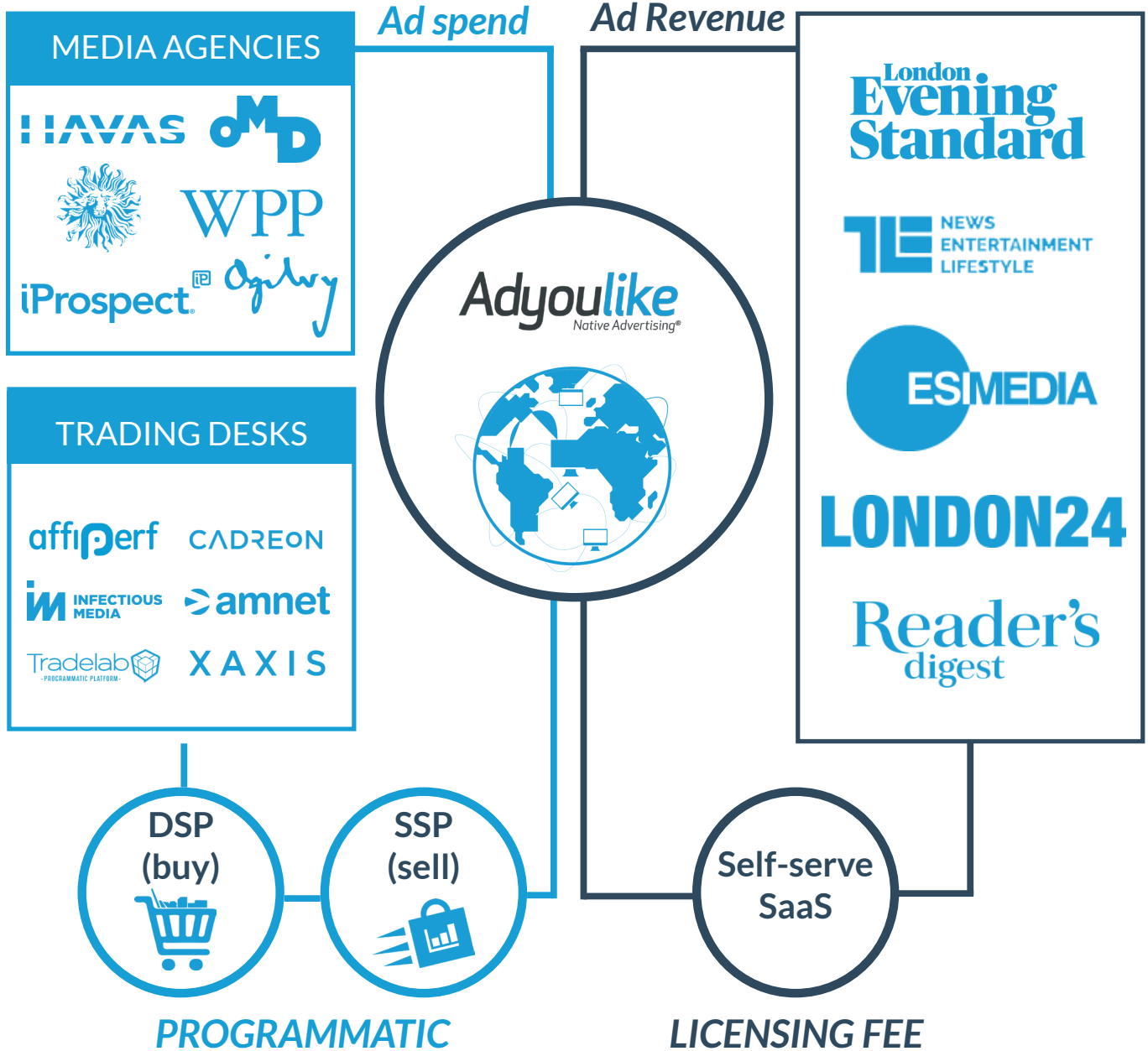
70%

UK coverage

IN-FEED NATIVE PROGRAMMATIC ECOSYSTEM

SOLUTION

SOFTWARE



PROMOTING BRAND CONTENT IN 4 STEPS



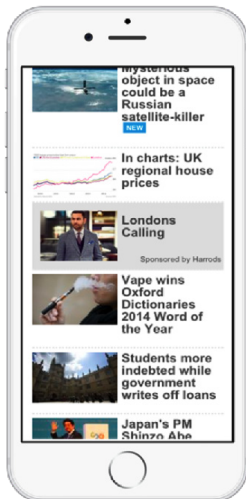
FIRST STEP

Any type of Brand Content
Promoted at [scale on mobile,
tablet or desktop](#)



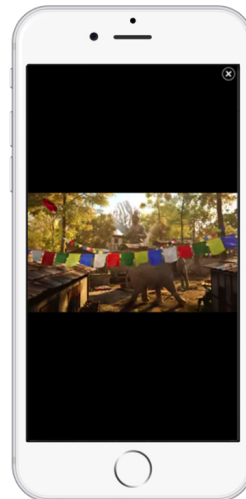
SECOND STEP

Adyoulike real time
[Auto Templating Technology \(ATT\)](#)
formats any content as Native ads
to match any site or device.



THIRD STEP

Your content distributed in the feeds of
[premium publishers](#)



FOURTH STEP

[Adyoulike enables any content to be
seamlessly consumed](#) as sponsored content,
video or traffic driving native units.

ADYOLIKE IN-FEED TECHNOLOGY PLATFORM

Realtime data and optimisation to deliver real results



METRICS

- ✓ Impressions
- ✓ Viewable Impressions
- ✓ Clicks / Engagements
- ✓ Dwell Time
- ✓ Social Shares
- ✓ Earned Media
- ✓ Video Views
- ✓ View Through Rate
- ✓ Content - Title, Image, Editorial

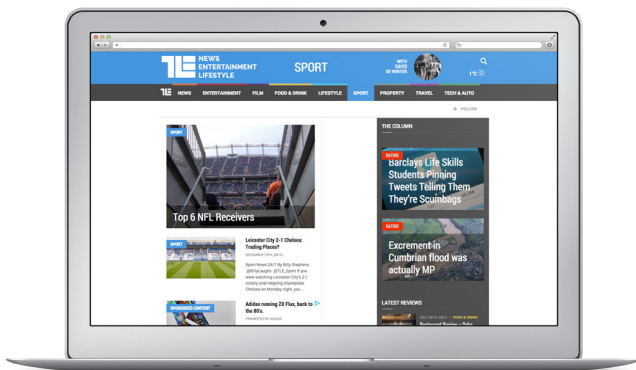
TARGETING CAPABILITIES

- ✓ Geo
- ✓ Date, hour, time
- ✓ Frequency capping
- ✓ OS
- ✓ Devices
- ✓ Browser
- ✓ Third party data

ADYOULIKE PRODUCTS NATIVE TRAFFIC

Delivering quality traffic from the feed

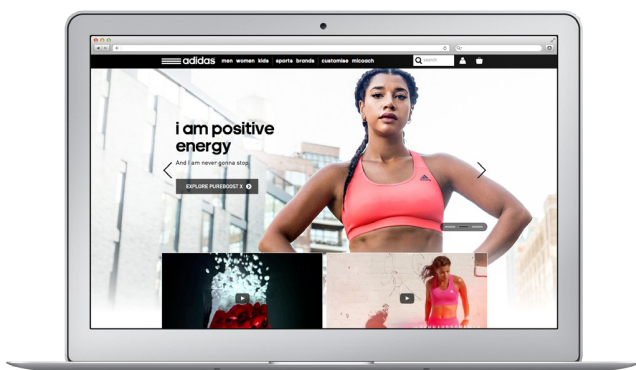
The creative is directly integrated into the editorial flow of the publisher. By engaging with the ad, the user is delivered to content or landing page.



User visits website



User scrolls to in-feed placement



User engagement drives to landing page

- Direct - Rate Card £ [REDACTED]
- Programmatic - Biddable CPM
- Network or Channel targeting
- A/B test multiple creatives
- Can be brand focused driving users to site
- Can be DR focused driving to a sign-up and working back to a CPA
- Optimised to CTR, engagement and conversion

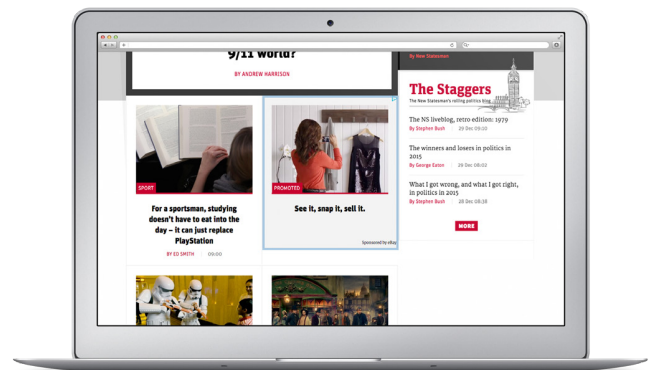
ADYOULIKE PRODUCTS NATIVE VIDEO

Delivering quality video from the feed

The creative is directly integrated into the editorial flow of the publisher.
By engaging with the ad, a lightbox video launches over the page.



User visits website



User scrolls to
in-feed placement



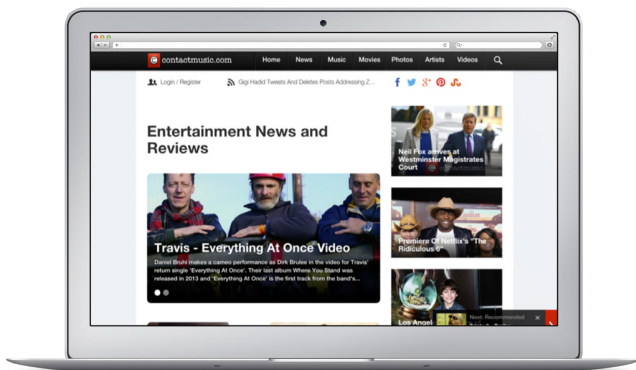
User engagement
launches video

- Direct - Rate Card £ [REDACTED]
- Programmatic - Biddable CPM
- Network or Channel targeting
- A/B test multiple creatives
- Video can reduce or drive to client site on completion
- Optimised to video completion
- Player can be skinned for extra brand impact

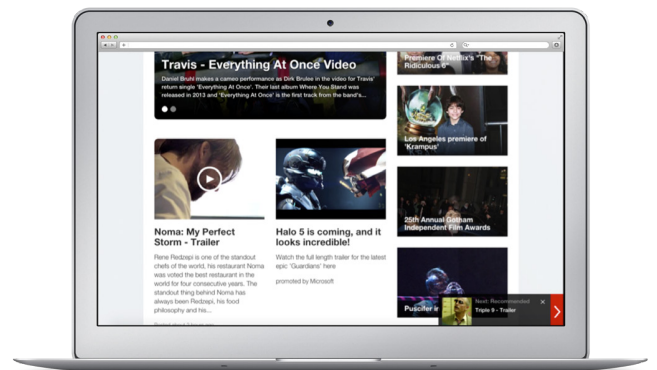
ADYOULIKE PRODUCTS NATIVE VIDEO FEED

Delivering quality view to play video from the feed

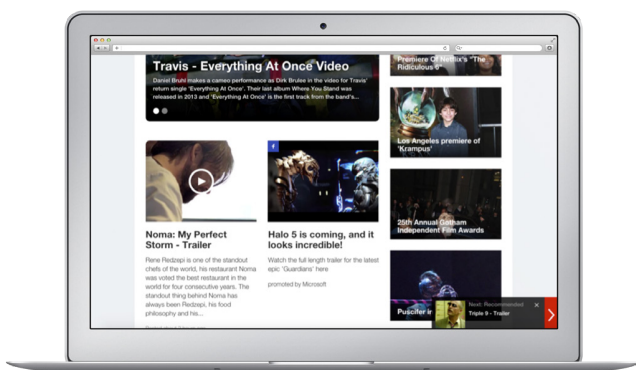
The creative is directly integrated into the editorial flow of the publisher.
Upon reveal the video initiates within the content box
for an uninterrupted user experience.



User visits website



User scrolls to
in-feed placement



Video autoplays in-feed when viewed.
Sound and social buttons are activated
when user cursors over.

- Direct - Rate Card £ [REDACTED]
- Network or channel targeting
- A/B test multiple creatives
- Social sharing buttons can be linked to video
- Optimised to video completion
- Can drive to client site upon further engagement

ADYOULIKE PRODUCTS NATIVE STORY

Delivering quality sponsored content from the feed

The creative is directly integrated into the editorial flow of the publisher.
By engaging with the ad, the user is delivered to sponsored content within the publisher for a true native experience.



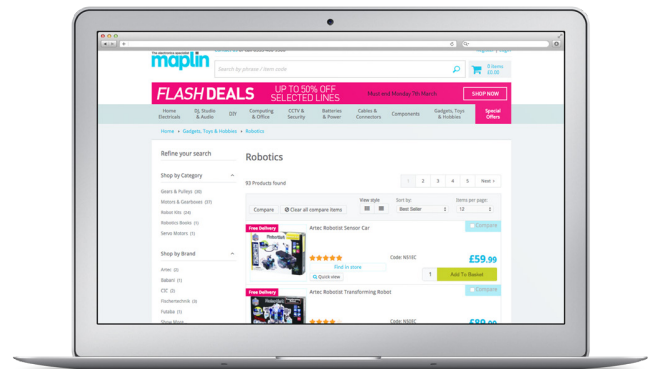
User visits website



User scrolls to in-feed placement



User engagement drives to sponsored content page within publisher



Second user engagement drives to landing page

- Direct - Rate Card £ [REDACTED]
- A/B test multiple creatives
- Bespoke editorial creation included in VCPM

- Whitelist targeting
- Can incorporate video, sign up widgets, image hotspots and more
- Can be optimised to CTR, dwell time, social shares and earned media

REACHING YOUR AUDIENCE NETWORK AND CHANNEL TARGETING

Adyoulike targets your audience across premium publishers using first party data, native optimisation algorithms and contextual targeting as users are consuming content on their favourite publishers on all devices.

All content is optimised on real-time data by site, placement, channel, headlines, images and descriptions.

CASE STUDIES

Retail



SUMMARY

KPI: Engagement
Product: Native Story
Period: 1 MONTH
Budget: £12,700 Net

RESULTS

- Impressions: 1.9mn
- Click to read rate: 0.68%
- Average time spent: 9m27s
- Social media shares: 40
- Earned media views: 8,371 (28%)
- Sales: 153

Travel



SUMMARY

KPI: DR - Sales
Product: Native Traffic
Period: 3 WEEKS
Budget: €5,000

RESULTS

- Impressions: 1.4mn
- Clicks: 18K
- CTR: 1.35%
- Sales: 150 for a turnover of €31,000

Finance



SUMMARY

KPI: Brand
Product: Native Video
Period: 2 MONTH
Budget: £42,500

RESULTS


- Impressions: 8.3mn
- Video Views: 890,541
- Clicks to advertiser: 6,226
- Completed view rate: 45%
- Sign ups: 1026
- Transactions: 53,808

ADYOULIKE CLIENTS



ADYOULIKE NETWORK PUBLISHERS



A close-up photograph of an astronaut in a white space suit, floating in space. The astronaut's helmet and visor are visible, and the background shows the Earth's surface. A white circular overlay is centered on the image, containing contact information.

Contact
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