

By Executives, For Executives

JUST **MEDIA** 

# “A View From the Top”



Featuring Justin Choi, President & CEO, Nativo

 **NATIVO**

*Insight into B2B marketing trends, key insights for  
marketers and predictions for 2014*

## Would you mind sharing a brief background on Nativo as well as your future growth strategy?

**Response:** Nativo is the leading end-to-end programmatic ad stack for native advertising designed for marketers and publishers to easily activate, manage, and optimize true native executions cross-publication and cross-device. Nativo launched in 2010 as “PostRelease” to automate the distribution of brand content (press releases) into true native inventory placements, so Nativo had a several year head start building native ad serving technology. Today, the Nativo platform is the dedicated native ad server for major media companies, and is leveraged by over 100 brand marketers to syndicate content at scale to true native placements across more than 260 premium publishers. Nativo is uniquely focused on “true native” executions; where brand content is fully integrated and site served by the publisher, as opposed to clicking out to an external site. Nativo’s strategy is to build best-in-class technology that delivers the greatest automation, control, insights, and optimization of any native ad tech platform in the market.

## Briefly describe Nativo and how it fits into the media landscape?

**Response:** The Nativo technology stack is a true native ad server, exchange and demand-side-platform. Nativo provides comprehensive native ad delivery and management tools for publishers and brand marketers. Publishers use the Nativo platform as a dedicated native ad server for direct sold native executions, as well as incremental revenue generation via Nativo demand channels, while marketers use the Nativo platform to syndicate brand content at scale cross-publisher and cross-device, optimized for performance in real-time. Nativo is the only technology provider to service each stage of the ad tech supply chain for true native execution.

## How is Nativo different from other native platforms / solutions?

**Response:** Nativo is uniquely focused on true native executions: content placements that match the look of the site, render within the editorial content feed, and most importantly, behave like other site content, meaning when users click to read an article, they stay within the publisher domain rather than being redirected offsite to an external landing page. True native allows marketers to deliver a non-interruptive user experience and push their landing page out to where users are already engaged with relevant content, resulting in higher engagement rates and longer engagement times. The Nativo platform allows marketers to do this without compromising the ability to target, track, and remarket to users who engage with their content. Nativo also offers the most advanced auto-optimization of content-creative and cross-screen delivery.



## Have you seen a big shift in how content is being consumed by both the B2B and B2C audience?

**Response:** Different types of content work across these two audiences. We've seen whitepaper downloads and longer form, educational, informative content work well with B2B audiences whereas we focus on shorter form content for B2C audiences. Much of this also depends on the brand objective with the campaign, and in either case the content experience can be optimized to drive to specific campaign KPIs. In the end, it's really a matter of understanding the client objectives and deploying a content experience that users will find valuable and useful to their experience, regardless of the audience target being B2B or B2C.

## What opportunities does Nativio offer to marketers to connect with their audience?

**Response:** Content is a way to drive authentic consumer attention, and true native executions allow marketers to reach consumers with their content in a non-interruptive way when they are most open to engaging. Brand marketers finally have the opportunity, and full canvas, to truly inform, entertain, and influence their audience, and fully realize the magic of brand storytelling in digital. Nativio's automated A/B testing and content-specific insights allow marketers to learn what messaging and images drive the highest engagement with target audiences. Increasingly, brand marketers are finding content is the best vehicle to expand the upper funnel and combat banner blindness and the general avoidance of ads that disrupt and pollute the user experience.

## What is your advice for marketers in this age of digital content? Does it change how they should be thinking about content creation?

**Response:** The current challenge for marketers is content creation; the future challenge will be content discovery. In this age of digital content, consumers have more and more control over what they consume. Consumers don't hate ads; they hate interruption and irrelevance. Native is a (non-interruptive) way to drive discovery of relevant brand content. Marketers should always look to deliver value that's relevant to their target audience. Native tools are increasing visibility into how audiences consume brand content, so marketers need to be ready to act and react to these insights. This requires quantity and quality content creation in order to stay above the noise and grab attention in a world where attention is increasingly scarce.



## Finally, if you have advice for a CMO for 2014 what would it be?

**Response:** Start with a voice, and then decide on narrative and stories. All ad creative, whether content or otherwise, should support this narrative and be created in a consistent brand voice. Content is part of the creative mix, and should be distributed via paid channels, reside on owned channels, and if done well, will be amplified via earned channels. Today's attention economy is a reality, so CMOs must insist on measuring consumer attention as a key metric going forward.

Painted with large strokes: think of content marketing and true native for branding, standard display and rich media for reminding, and search for activating.

This new age of digital content requires us to stop asking what value we can extract from the consumer and start asking what value we can provide to the consumer.



## ABOUT JUSTIN CHOI



Justin Choi is a serial entrepreneur and founder of Nativo, the premier native advertising platform for digital publishers and brand marketers. Nativo works with major brand advertisers and more than 250 premium publishers and was named “Hottest Startup in LA”. Prior to Nativo, Justin was the founder and CEO of Cie Games, a leading producer of top-grossing mobile and social games, which was acquired for \$100MM; and founder and Chairman of Cie Studios, a growing and profitable, award-winning interactive agency focused on digital marketing and custom app development for top brands.

## ABOUT NATIVO

We believe the future of advertising is about engagement rather than interruption, and we believe that native advertising will be the primary choice of advertisers and publishers that care about user experience. We believe that non-interruptive advertising is especially important on mobile devices where screen size is limited. Our mission is to create the most elegant solution for native advertising and create technology that makes native advertising easy, scalable, and measurable. [www.nativo.net](http://www.nativo.net)

## ABOUT JUST MEDIA

Founded in 1996 and based out the San Francisco Bay Area, Just Media, Inc., is an 18-year old media agency specializing in all aspects of campaign management for search, lead generation, demand generation and branding with a focus on advanced analytics, performance tracking and optimization. Media agnostic, the agencies campaigns will be found across a full range of media platforms including TV, radio, out of home, and print as well as every conceivable web and mobile form from rich media campaigns, web events, content programs, virtual shows, content syndication and data driven, real time. The agency also services clients in verticals and other B2B and B2C segments including financial services, consumer tech, nonprofit education, green tech, electronics, logistics, commercial real estate and others. [www.justmedia.com](http://www.justmedia.com)