



NATIVE ADVERTISING

Tips for helping digital detectives spot ads that are created to look like part of the content?

IN-FEED ADS

These ads may often appear as:

- banners
- photos
- videos

They are usually related to the content and are supposed to be labeled as an ad.

Example: A pop up video on a sports related webpage that features a specific brand of sports equipment.

Show Me The Money!

The content host makes money when ads are clicked on.



Show Me The Money!

The content creator/influencer makes money when traffic from their post leads to the brand.*

INFLUENCER ADS

These ads often appear as:

- photos
- videos

Typically, a content creator must also give a portion of their profits to the website or social media platform that is hosting their content.

These appear as the post itself. They typically feature an influencer sharing their love for a product and are supposed to be labeled as an ad.³

Example: A celebrity posts a photo of themselves wearing (and praising) a specific brand of sunglasses.

LINKED CONTENT ADS

These ads often appear as:

- links within content

They are directly and specifically related to the content and are supposed to be identified as ads.²

Example: A link leading to a specific brand of frying pan embedded in an online recipe. This link would likely appear at the point in the recipe when frying is mentioned.

Show Me The Money!

Both content creators and hosts make money when ads are clicked on.



Show Me The Money!

Content creators invest in these types of ads to build brand awareness over time. They hope the more you use them, the more loyal you will become to their brand.

INTERACTIVE ADS

These ads often appear as:

- Brand specific photo/video filters
- Digital support/chat bots
- Quizzes

They are often directly related to the content, but masquerade as something other than an ad.³

Example: A brand specific photo/video filter on Snapchat or Instagram.

CUSTOM SEARCH ADS

These ads often appear as:

- In-feed ads (see above) sources.

Rather than being content related, these ads are crafted based on the users search history and tailored to the individual. They are supposed to be labelled as ads.¹

Example: After researching the best bluetooth headphones, ads for bluetooth headphones start to appear in your social media feeds.

Show Me The Money!

The content host makes money when ads are clicked on.



Works Cited

1. Braccialini, Corey (2020): Online Advertising: Everything You Need to Know in 2020; bit.ly/34yVjpW
2. Minto, Stephen (2020): Types of Online Advertising; bit.ly/2YClrL
3. Whatley, Tom (2020): The Complete Guide to Native Advertising; bit.ly/34EYo81

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