

AdSense Native Products

In-feed, In-article, Matched Content



Google AdSense

Disclaimer

Suggestions and best practices provided in this deck are not guaranteed to lead to a particular increase in your ad revenues and/or overall account performance, and your individual results may vary.

Please check with your Optimization specialist and/or check our Help Center articles for more help in relation to implementing AdSense Native ads for your site.

Also, note that the material in this deck is in accordance to available data and information as per July 2017.

Please make sure to visit our Help Center to keep up to date with product changes and/or updates.



Agenda

- Native trends in online advertising
- AdSense Native ads
 - How to implement
 - Implementation best practices
 - Examples
- Q&A



So what is Native? 1/2

In-Feed Native Ads



Content Recommendation Widgets



- **Native ads** come in various sizes and shapes, from a growing number of ad networks.
- Although Native ads are visually different from one advertising source to the other, these formats all have in common the **natural look and feel** with the surrounding page content.
- The IAB Native Advertising Task Force established six core native ad formats.



So what is Native? 2/2

Search & Promoted Listings



Custom Content Units



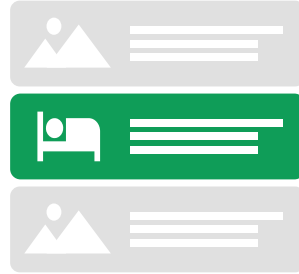
- According to Business Insider , global spending on Native will reach \$7.9bn in 2017 and grow beyond \$20bn in 2018.
- Around 50% of the advertising spent is on Native ads in the US only, and growing rapidly beyond social advertising.



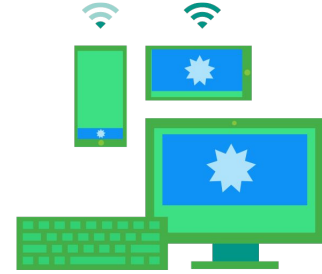
Why go Native?



Increased Viewability



Better User Experience
Viewed as Editorial



Mobile Branding



New AdSense native offering

A new family of native products for publishers who want a **faster and more efficient** way to create and implement **native ads** across their **mobile, tablet and desktop websites**.



Native ad formats from AdSense

Value proposition

- Matched the look and feel of the site providing a better user experience
- Are one of the fastest growing segment of ad formats and advertisers are allocating more of their ad spend to native ad formats



On the homepage within the editorial content

THE SCIENCES MIND HEALTH TECH SUSTAINABILITY EDUCATION VIDEO PODCASTS BLOGS STORE



Richard Dawkins and Other Prominent Scientists React to Trump's Win

What the election results mean for science, in gut responses from *Scientific American's* Board of Advisors
18 hours ago — Andrea Gawrylewski



Explaining Donald Trump's Shock Election Win

Five factors behind America's staggering decision
November 9, 2016 — Anthony J. Gaughan and The Conversation



The Artificial Pancreas Is Here

Devices that autonomously regulate blood sugar levels are in the final stages before widespread availability
November 1, 2016 — Ellen Sheng



Grading the Presidential Candidates on Science

Scientific American evaluates responses from Clinton, Trump, Johnson and Stein to 20 questions
September 26, 2016 — Christine Gorman and Ryan F. Mandelbaum



Trump Picks Top Climate Skeptic to Lead EPA Transition

Choosing Myron Ebell means Trump plans to drastically reshape climate policies
September 26, 2016 — Robin Bravender and ClimateWire



Negative Emotions Are Key to Well-Being

Feeling sad, mad, critical or otherwise awful? Surprise: negative emotions are essential for mental health
May 1, 2013 — Tori Rodriguez

and remind us that anyone can change everything

ROLEX
Award for Enterprise
AND AMBASSADOR
2016

ADVERTISEMENT |
REPORT AD

WEEKEND GETAWAYS



1. Key West
2. Carmel
3. Sanibel Island
4. Miami
5. Myrtle Beach
6. New York
7. Texas
8. North Carolina
9. Canada
10. Palm Springs



25 Best Things to Do in Oceanside, California

Plan a weekend trip to Oceanside to relax on sandy beaches, surf and visit great museums.



22 Best Beaches in the Caribbean



25 Best Things to Do in Fort Wayne, Indiana



25 Best Things to Do in Knoxville, TN



23 Best Things to Do in Colorado



17 Best Things to Do in Nashville, TN

VACATION IDEAS



Greyfield Inn on Cumberland Island, Florida



The Ritz-Carlton Key Biscayne in Florida

POPULAR



25 Best Family Ski Resorts in North America



25 Best Things to Do in Bend, Oregon



35 Best East Coast Honeymoon Vacations

trivago Hotel search

to: Las Vegas

Check-in: Mon, 12.04.201 | Check-out: Tue, 12.05.201 | 2 adults


Search

Popular Topics

01. 25 Best Weekend Getaway Ideas from U.S. Cities & Free Day Trips for Every Budget
02. Things to do This Weekend: Best Romantic Weekend Trips in Virginia, Inns, How to Find Best Hotels
03. Plan a California Weekend Getaway: Book a Perfect Cabin, Hotel, Retreat, Resort, Leisure

On the site sections and category pages

[DIET & NUTRITION](#) | [WEIGHT MANAGEMENT](#) | [RECIPES](#) | [FITNESS](#) | [MOTIVATION & GOALS](#) | [VIDEOS](#) | [NEWS](#)




SEPTEMBER 19 2016

RECIPES

He Makes A Cake Out Of Ketchup, And It Actually Tastes Good

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MARCH 24 2016

RECIPES

Here's Exactly What You Need To Nip Your Next Cold In The Bud

[READ MORE +](#)




MARCH 23 2016

RECIPES

She Throws Eggs & Bananas In A Blender To Make The Most Delicious Breakfast EVER!!

[READ MORE +](#)




FEBRUARY 5 2016

RECIPES

She Crushes The ENTIRE Bag Of Pretzels, Then Pours THIS On Top! YUM!

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FEBRUARY 9 2016

RECIPES

How To Make Cauliflower Steak

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His Friend Tries Squeezing His Pimple. Moments Later, His Friend Screams In Horror. The Reason Why? It Exploded All Over Him.

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An Ultrasound Reveals That Her Unborn Daughter Smiles Every Time She Hears Her Big Sister's Voice

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She's Born With Her Intestines Outside Her Body, And Her Bowl Dies. After An Incredible Fight To Survive, She's Finally Able To Go Home

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He Survives Near Death Experiences, But Then Dies Because Of A Health Issue He Never Knew He Had

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Got land?
BUILD YOUR DREAM HOME

[blu HOMES](#)


RECIPES: ASIAN

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[RECIPE INDEX](#)

Recipe: Chicken Fried Rice






[RECIPE INDEX](#)

Recipe: Slow Cooker Cashew Chicken







[RECIPE INDEX](#)











Recipe: Chicken Teriyaki

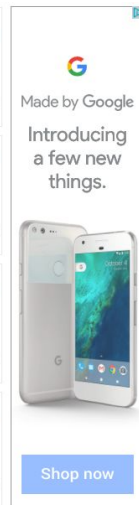


On product listing pages

	Nikon D810 ab 4.397,00 € Die Nikon D810 ist eine Digitale Spiegelreflexkamera (DSLR) aus dem Jahr 2014. Sie ist als Profigerät einzuordnen und mit einem 36,3 Megapixel-Vollformat-Sensor ausgestattet. Serienaufnahmen werden mit bis zu fünf Bildern pro Sekunde aufgezeichnet, wobei die Geschwindigkeit bei Nutzung des Nikon MB-D12 Batteriegriffs auf sieben Bilder pro Sekunde erhöht werden kann. Videoaufnahmen zeichnet die Nikon D810 in Full-HD auf.	8.6
	Canon EOS 5D Mark III ab 2.949,00 € Die EOS 5D Mark III ist eine professionelle digitale Spiegelreflexkamera. Hinter dem Spiegel verbirgt sich ein Vollformat-Sensor mit einer Auflösung von 22 Megapixeln. Auf der Rückseite verbaut der japanische Hersteller einen 3,2 Zoll großen Monitor. Die Canon EOS 5D Mark III ist das Nachfolgemodell der EOS 5D Mark II.	8.4
	Nikon D750 ab 1.797,00 € Die Nikon D750 ist eine Vollformat-DSLR mit einem 24,3-Megapixel-CMOS-Sensor und 100 Prozent-Sucher. Das Autofokusmodul hat 51 Messfelder und die maximale Serienbildgeschwindigkeit beträgt 6,5 Bilder pro Sekunde. Videos zeichnet D750 mit 1080p bei einer maximalen Bildrate von bis zu 60 Bildern pro Sekunde. Es ist die erste Vollformat-DSLR mit klappbaren Display.	8.4
	Canon EOS 7D Mark II ab 1.899,00 € Die Canon EOS 7D ist das Nachfolgemodell der EOS 7D und wird auf wahrscheinlich auf der Photokina 2014 vorgestellt. Die DSLR verfügt wahrscheinlich über einen 20,2 Megapixel-Sensor einen neuen Belichtungsmesser, GPS und erbt den Autofokus der EOS 70D, den DUAL Pixel AF. Auch der Phasen-Autofokus soll erneuert worden sein.	8.0



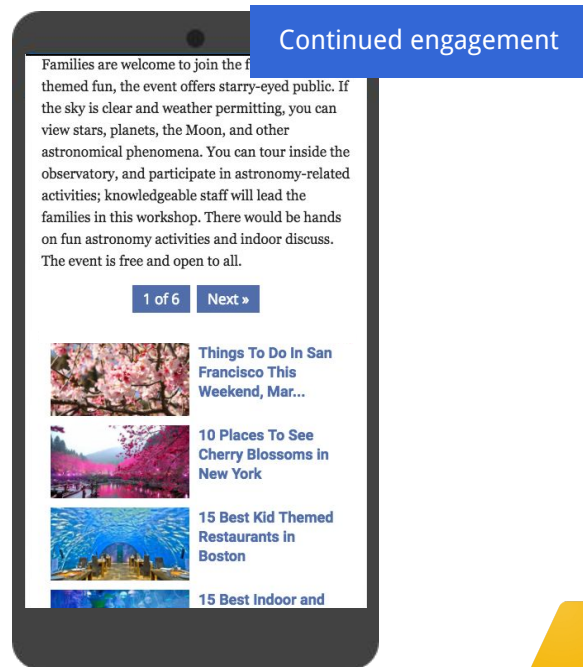
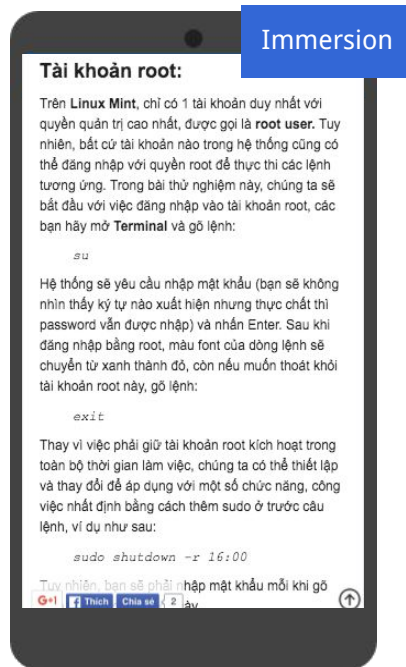
	Asus Touch Screen Laptop with 10 Hours Battery Backup Electronics & Appliances » Computers & Laptops Dwarka, Delhi 08:26 pm	₹ 16000	
	all in one jitu 933 11 22 0 23 Electronics & Appliances » Computers & Laptops Chetla, Kolkata 08:26 pm	₹ 8000	
	Hp Laptop In A Good Working Condition Electronics & Appliances » Computers & Laptops JP Nagar Phase 3, Bengaluru 08:24 pm	₹ 10000	
	Dell Vostro 14 3000 series i3 1.7 GHz Processor Electronics & Appliances » Computers & Laptops Andheri East, Mumbai 08:24 pm	₹ 32000	
	dellLaptop good condition 2gb ram 500gb hardisk Electronics & Appliances » Computers & Laptops Panki, Kanpur 08:24 pm	₹ 16000	



AdSense Native Family

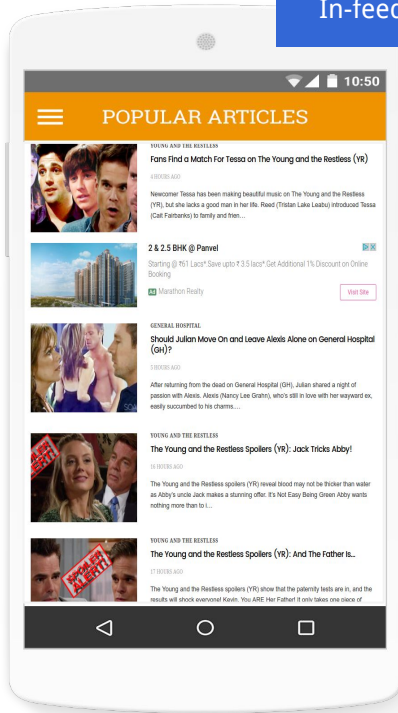


AdSense Native ad formats are part of the user flow



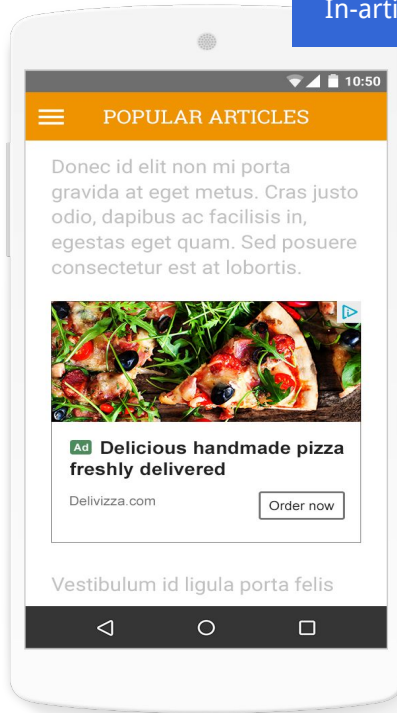
AdSense Native Product Offering

In-feed



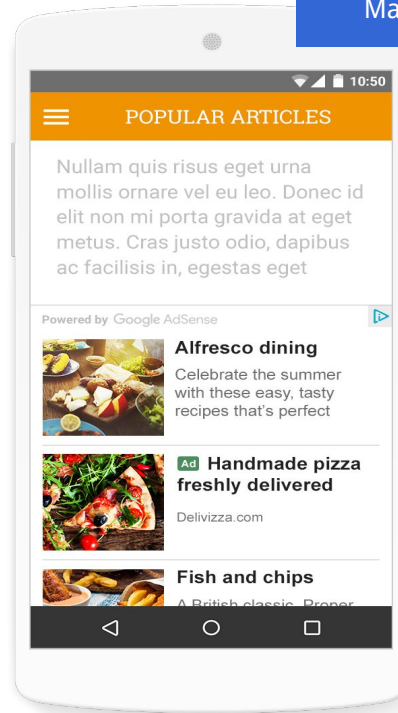
All AdSense publishers

In-article



All AdSense publishers

Matched content

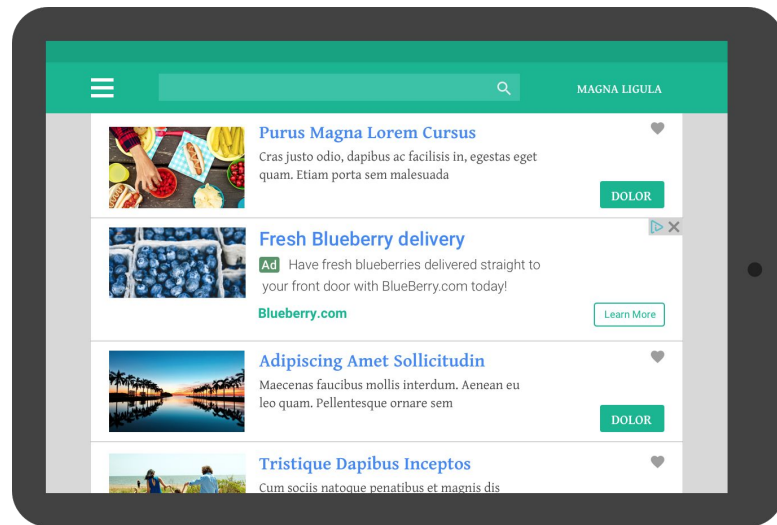


Eligible only AdSense publishers

AdSense In-feed Native

Benefits

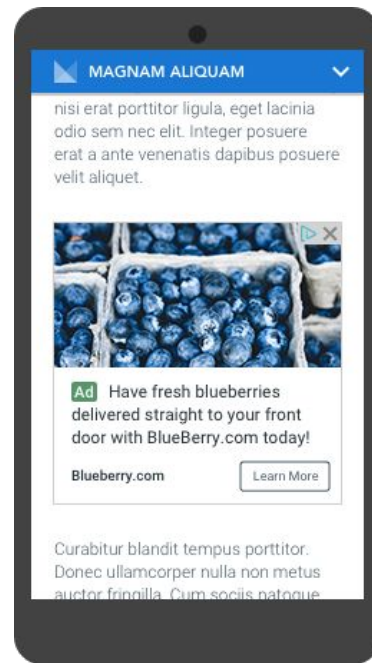
- New ad placement (incremental inventory for pubs)
- Better experience for user and more effective ads for advertiser
- Highly customizable with visual editing



AdSense In-article Native

Benefits

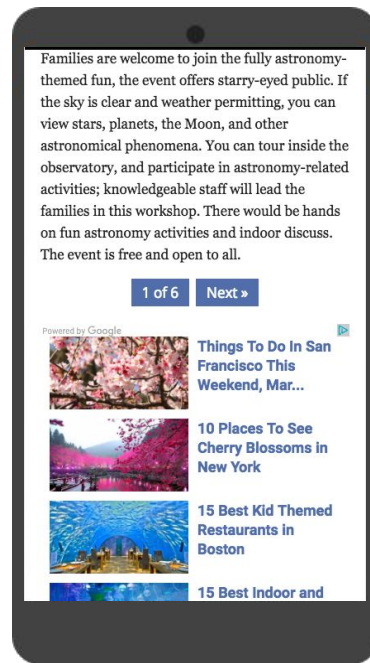
- Optimized by Google to ensure that they perform well on your article pages
- Additional opportunity to monetize your longer form content



AdSense Matched content

Benefits

- Provides a way for eligible pubs to promote articles from other pages of their website
- Earn revenue through natively styled ads and from incremental pageviews
- Improve reader retention by increasing page views and time spent on your site



Implementation Steps

#1


#2

#3



Configure AdSense Native ads in 3 simple steps


What type of ad would you like to create?



Text & display ads

A simple way to get ads on your page. Choose the size, placement, and style you want to display. [Learn more](#)


[SELECT](#)



Matched content

Promote your content to visitors, and potentially increase page views and time spent on site. [Learn more](#)

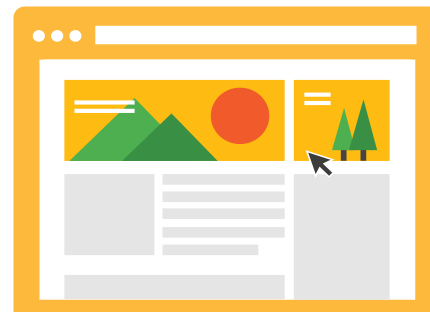
[SELECT](#)



InArticle ads ^{BETA}

Ads that blend seamlessly in between the paragraphs of your pages for an enhanced reading experience. [Learn more](#)

[SELECT](#)



#1 Choose from predefined and common templates

The template should have the same structure as the content on your feed

New In-feed Ad

What does your feed look like?

Select a layout that matches your feed



Image above

[VIEW EXAMPLE](#)

[SELECT](#)



Image on the side

[VIEW EXAMPLE](#)

[SELECT](#)



Title above

[VIEW EXAMPLE](#)

[SELECT](#)



Text only

[VIEW EXAMPLE](#)

[SELECT](#)

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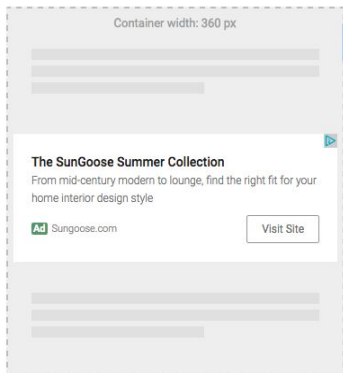


#2 Configure ad

Configure your ad to match the look and feel of your feed

Here's your ad. Style it to match your content

Use the controls to style your ad and make it fit your feed. [Learn more](#)



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Ad unit name

GLOBAL OPTIONS

HEADLINE

DESCRIPTION

URL

BUTTON

CHANGE AD LAYOUT

SAVE AND GET CODE



#3

Copy and implement ad code

Almost there! Now place the ad



Tips on placement

Make sure you place the ad inside your feed. You can place it in between the content of your feed, or where the feed begins or ends. However, don't place the ad in the sidebar as this can negatively affect performance.

Important: The container you place your ad in should have variable height. Fixed height containers might result in distorted ads.



<> Copy and paste this code on your site

```
<script async src="//pagead2.googlesyndicat
<ins class="adsbygoogle"
  style="display:block"
  data-ad-format="fluid"
  data-ad-layout="text-only"
  data-ad-client="ca-pub-562098810560072"
  data-ad-slot="1283971412"></ins>
</script>
```

[COPY CODE SNIPPET](#)

- On pages you want ads to appear, place the ad code in between the HTML of your content feed.
- You can add the same code multiple times within the same feed, and on different feeds on your page.
- It can take 20-30 minutes for the ad to appear on the page. At first, the ad might show as a normal text and image ad, but it will soon be replaced by a native ad.

For more help, see our [general guidelines](#). Or [search Google](#) for specific instructions for your CMS.

BACK

I'M DONE



Implemented examples

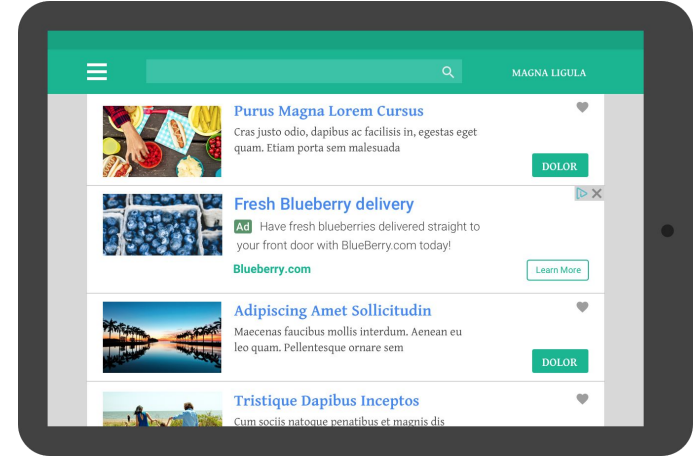


Best practices



In-feed Best Practices

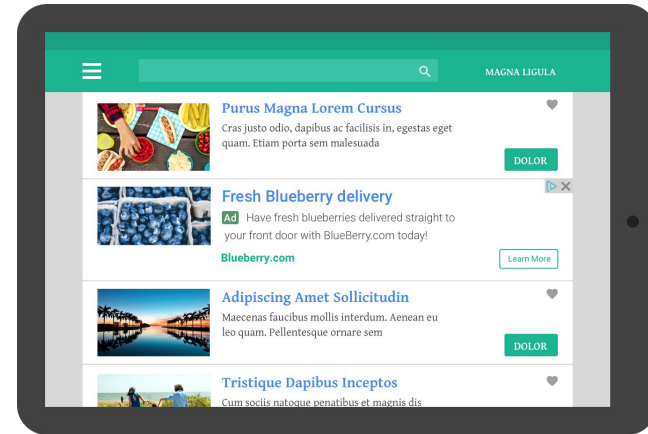
- Use In-feed native ads to supplement existing ad units
- In-feed native ads work best when placed within feeds
- You can place more than one ad units in the feed but we recommend that these have at least 3 feed content blocks in between
- The “Allow selected display ads” feature enables AdSense selectively show display ads when they maximize revenues



Advanced features for In-feed

Setting the height

- AdSense automatically adjusts the height of In-feed ads to ensure they fit well in the available space. This automatic sizing means that most publishers don't need to make any changes to the height of their In-feed ads.
- If you do have specific requirements for the height of your In-feed ad you can modify the In-feed ad code and either set a fixed height or a variable height



Almost there! Now place the ad

Tips on placement

Make sure you place the ad inside your feed. You can place it in between the content of your feed, or where the feed begins or ends. However, don't place the ad in the sidebar as this can negatively affect performance.

Important: The container you place your ad in should have variable height. Fixed height containers might result in distorted ads.



<> Copy and paste this code on your site

```
<script async src="//pagead2.googlesyndicat
<ins class="adsbygoogle"
  style="display:block"
  data-ad-format="fluid"
  data-ad-layout="text-only"
  data-ad-client="ca-pub-562098810560072"
  data-ad-slot="1283971412"></ins>
</script>
```

COPY CODE SNIPPET

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- It can take 20-30 minutes for the ad to appear on the page. At first, the ad might show as a normal text and image ad, but it will soon be replaced by a native ad.

For more help, see our [general guidelines](#). Or search Google for specific instructions for your CMS.

BACK

I'M DONE

This example shows an InFeed ad with a fixed height of 120px:

```
<script async
src="//pagead2.googlesyndication.com/pagead/js/adsbygoogle.js"></script>
<ins class="adsbygoogle"
  style="display:block; height:120px"
  data-ad-format="fluid"
  data-ad-layout="image-top"
  data-ad-layout-key="xxxxxxx"
  data-ad-client="ca-pub-12345"
  data-ad-slot="123456"></ins>
<script>
  (adsbygoogle = window.adsbygoogle || []).push({});
</script>
```

Non-responsive sites (screen independent width)

Setting the height of your In-feed ad on non-responsive sites



Almost there! Now place the ad

Tips on placement

Make sure you place the ad inside your feed. You can place it in between the content of your feed, or where the feed begins or ends. However, don't place the ad in the sidebar as this can negatively affect performance.

Important: The container you place your ad in should have variable height. Fixed height containers might result in distorted ads.



<> Copy and paste this code on your site

```
<script async src="//pagead2.googlesyndication.com/pagead/js/adsbygoogle"></script>
<script>
  (adsbygoogle = window.adsbygoogle || []).push({});
</script>
```

COPY CODE SNIPPET

- On pages you want ads to appear, place the ad code in between the HTML of your content feed.
- You can add the same code multiple times within the same feed, and on different feeds on your page.
- It can take 20-30 minutes for the ad to appear on the page. At first, the ad might show as a normal text and image ad, but it will soon be replaced by a native ad.

For more help, see our [general guidelines](#). Or search Google for specific instructions for your CMS.

BACK

I'M DONE

This example shows an InFeed ad with a height of 180px for screen widths up to 350px, a height of 130px for screen widths from 500 to 800px, and a height of 200px for screens wider than 800px:

```
<style>
  @media (min-width: 350px) {
    .infeed {
      height: 180px;
    }
  }
  @media (min-width: 500px) {
    .infeed {
      height: 130px;
    }
  }
  @media (min-width: 800px) {
    .infeed {
      height: 200px;
    }
  }
</style>

<script async
src="//pagead2.googlesyndication.com/pagead/js/adsbygoogle.js"></script>
<ins class="adsbygoogle infeed"
style="display:block;"
data-ad-format="fluid"
data-ad-layout="image-top"
data-ad-layout-key="xxxxxxxxx"
data-ad-client="ca-pub-12345"
data-ad-slot="123456"></ins>

<script>
  (adsbygoogle = window.adsbygoogle || []).push({});
</script>
```

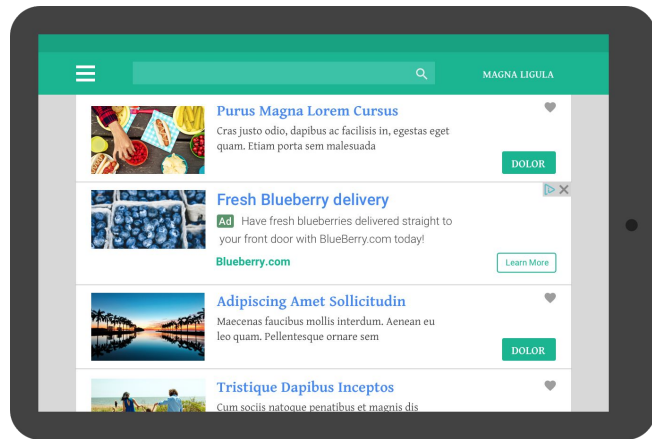
Responsive site (screen dependant width)

Setting the height of your In-feed ad on responsive sites



In-Article Best Practices

- In-article is best placed 2 paragraphs below the start of your article content
- Make sure your article is at least 3 paragraphs to fit neatly an In-article ad
- The “Allow selected display ads” feature enables AdSense selectively show display ads when they maximize revenues



Additional Resources

- **In-feed ads**

- [How to place your In-feed ad code](#)
- [Setting the height of your In-feed ad](#)
- [Tracking the performance of In-feed ad units](#)
- [In-feed ad FAQs](#)

- **In-article ads**

- [What does Google optimized mean](#)
- [Tracking the performance of In-article ad units](#)
- [In-article ad FAQs](#)

- **Matched content ads**

- [Check if your site is eligible for Matched content](#)
- [Tracking the performance of Matched content units](#)



Thank you!



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