

g e o z o



**International Platform
for Native Advertising**



Ivo Bobal

Publisher Development Manager
for Romania

What is Geozo?



Geozo is a native advertising platform that allows publishers to monetize their website traffic and facilitates advertisers to promote their products or services on thousands of websites.

ADVERTISE

MONETIZE

What is Geozo?



Geozo is a native advertising platform that allows publishers to monetize their website traffic and facilitates advertisers to promote their products or services on thousands of websites.

ADVERTISE

MONETIZE

MONETIZE

- Individual conditions
- Extra source of income
- Native expert support
- Seamless integration

Fact and Fiction
about Native Ads:
mythbusting with Geozo

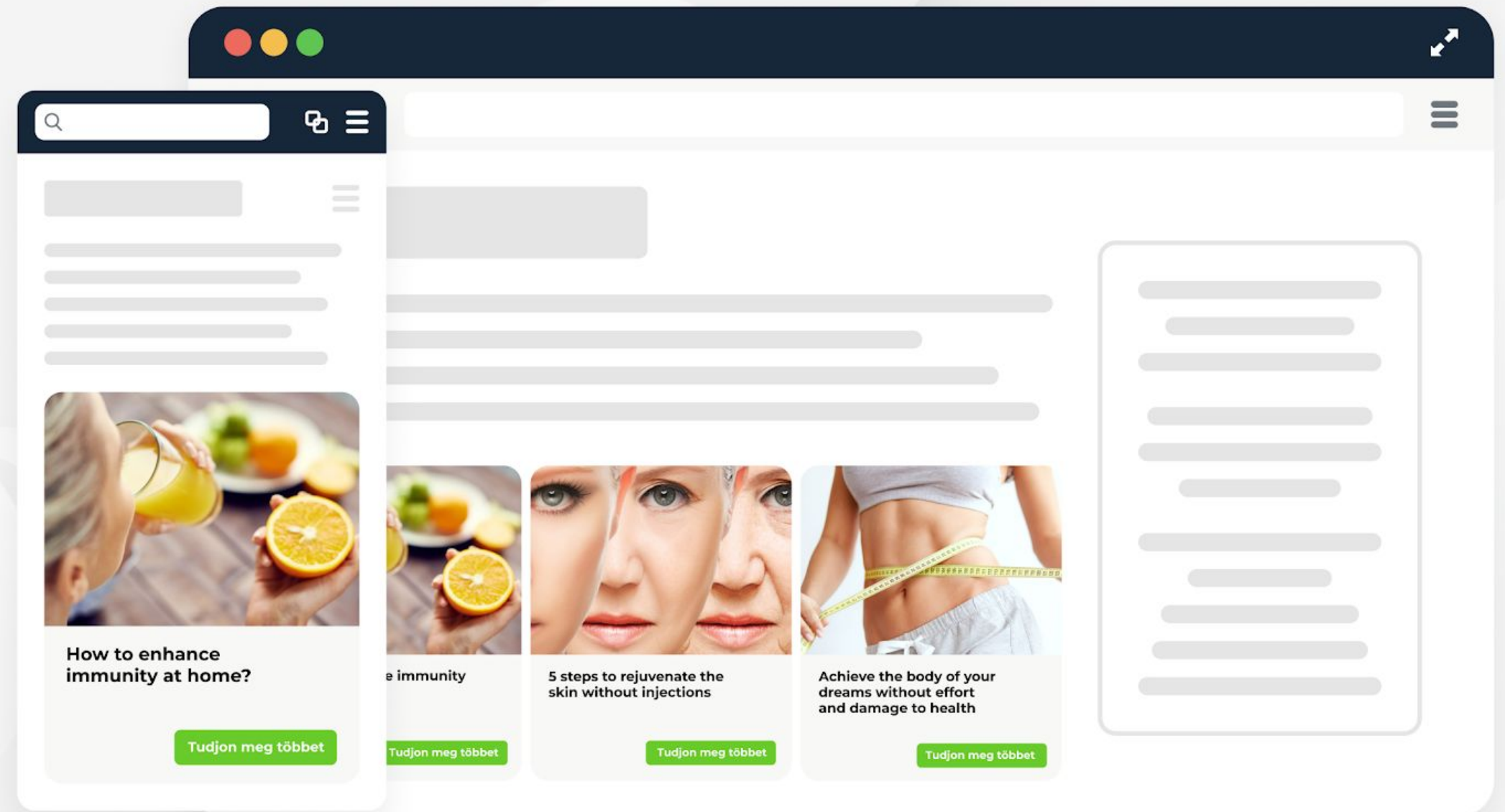
Why
native ads?



What is **native** advertising?



Native advertising is a type of online advertising that seamlessly blends with page content and website design, driving clicks, leads and generating brand awareness.

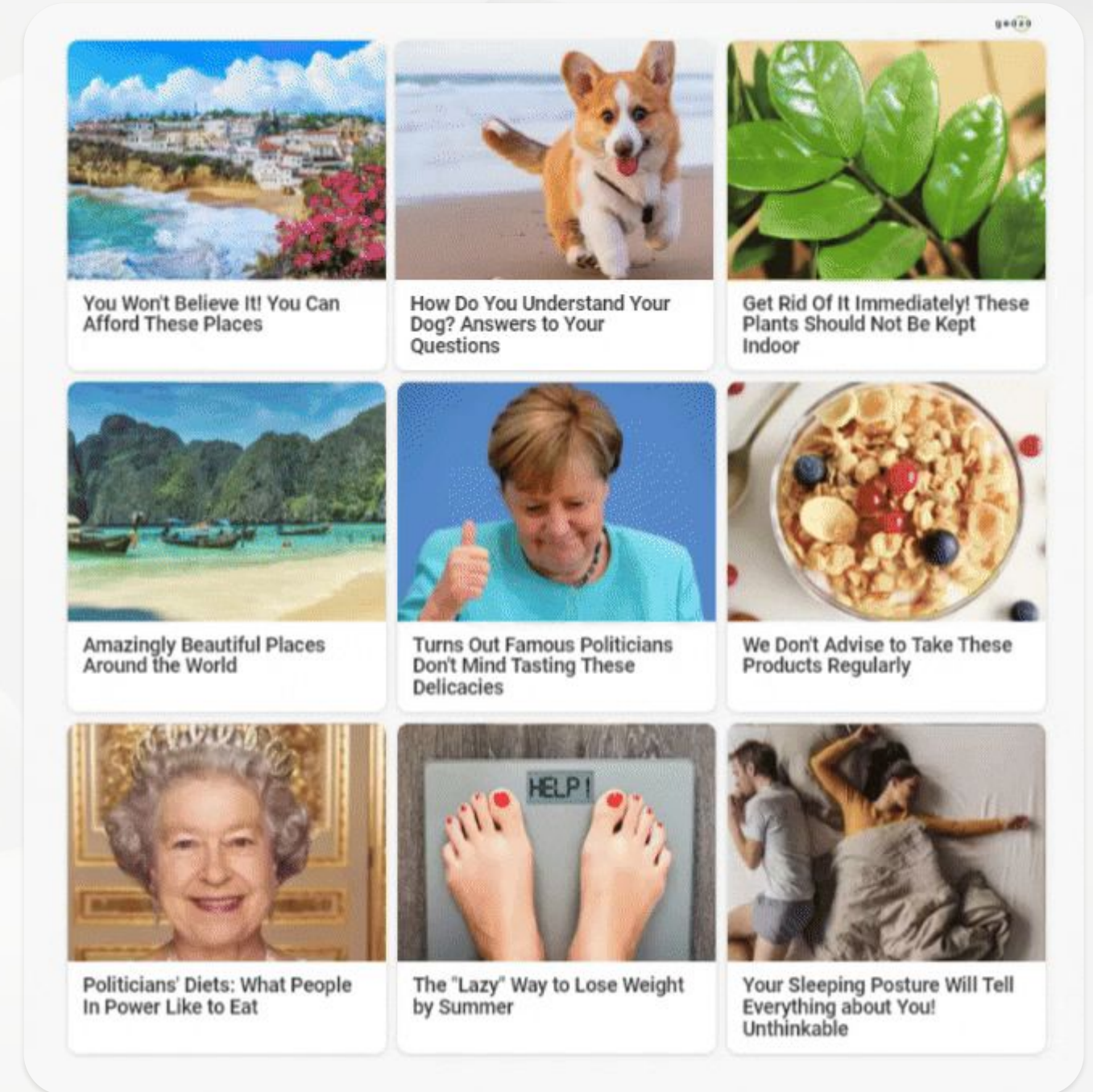


Ad units encourage users to visit our advertiser's website to learn more about the advertised product or service.

How to monetize with it?



- 1 Publisher installs the Geozo ad code
- 2 Advertiser creates ad and launches ad campaign
- 3 Ad goes through the moderation and appears on the website
- 4 User sees ad, gets intrigued and clicks
- 5 Publisher receives commission from every click



What to expect?

- **Myth 1** – “Native ads overload websites and don't mix well with other formats”
- **Myth 2** – “Native ads can't be blocked”
- **Myth 3** – “Native ads are deceptive”
- **Myth 4** – “Native advertising supports SEO efforts”
- **Myth 5** – “Banners are more profitable than native ads”
- **Myth 6** – “Users don't trust promotional content”
- **Myth 7** – “Native ads improve product reputation”
- **Myth 8** – “Native ads is a new form of advertising”
- **Myth 9** – “All native ads look the same”
- **Myth 10** – “The revenue with native ads is unpredictable”

Myth 1

“ Native ads overload websites and don't mix well with other formats ”

Myth 1

“

Native ads overbook websites and
don't mix well with other formats

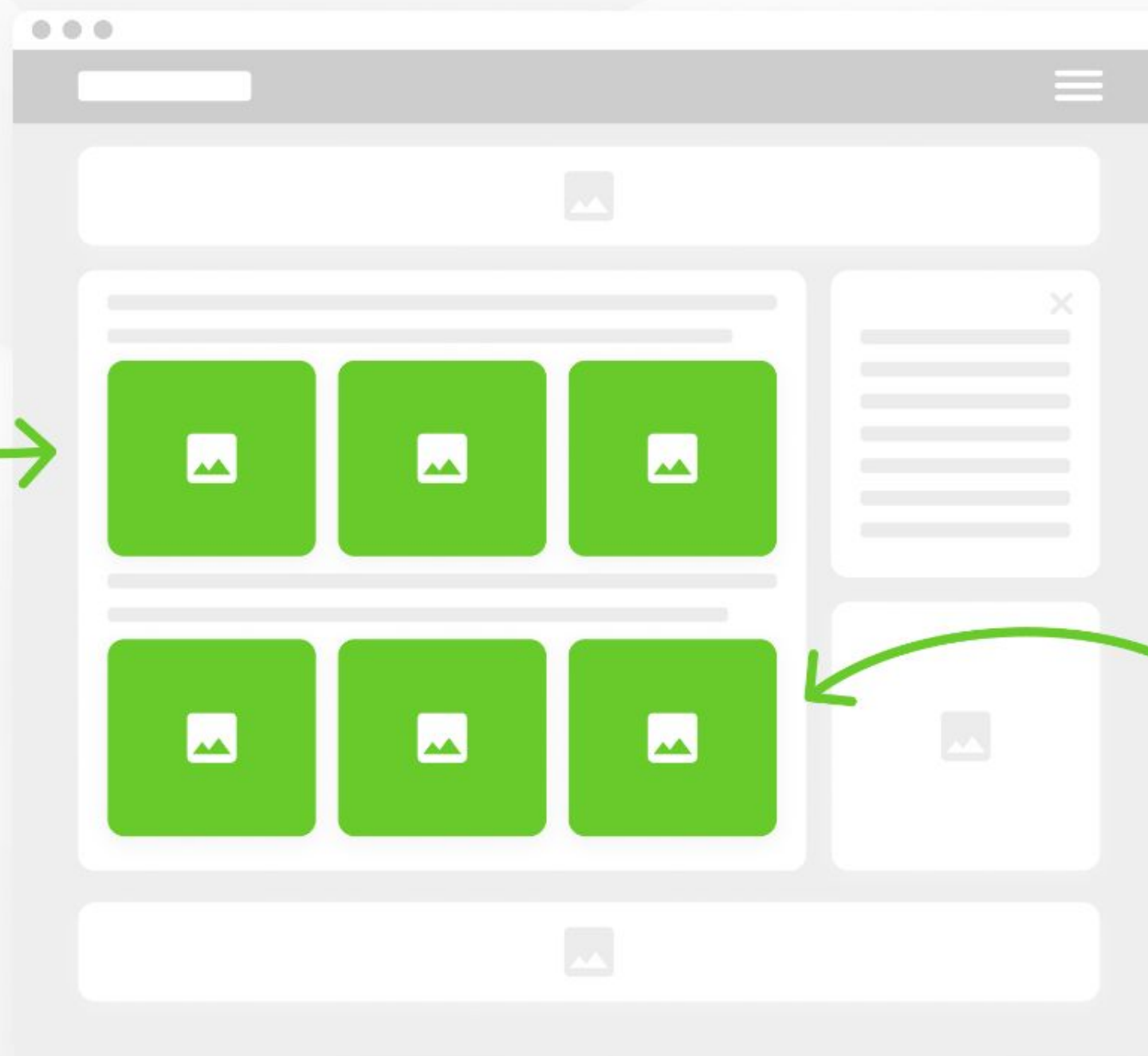
”

FALSE

Top spots for native ads

There's a strategic approach to ad placements to avoid ads overload and diminished performance. For each ad format, there are specific placements on the website where ads will perform best.

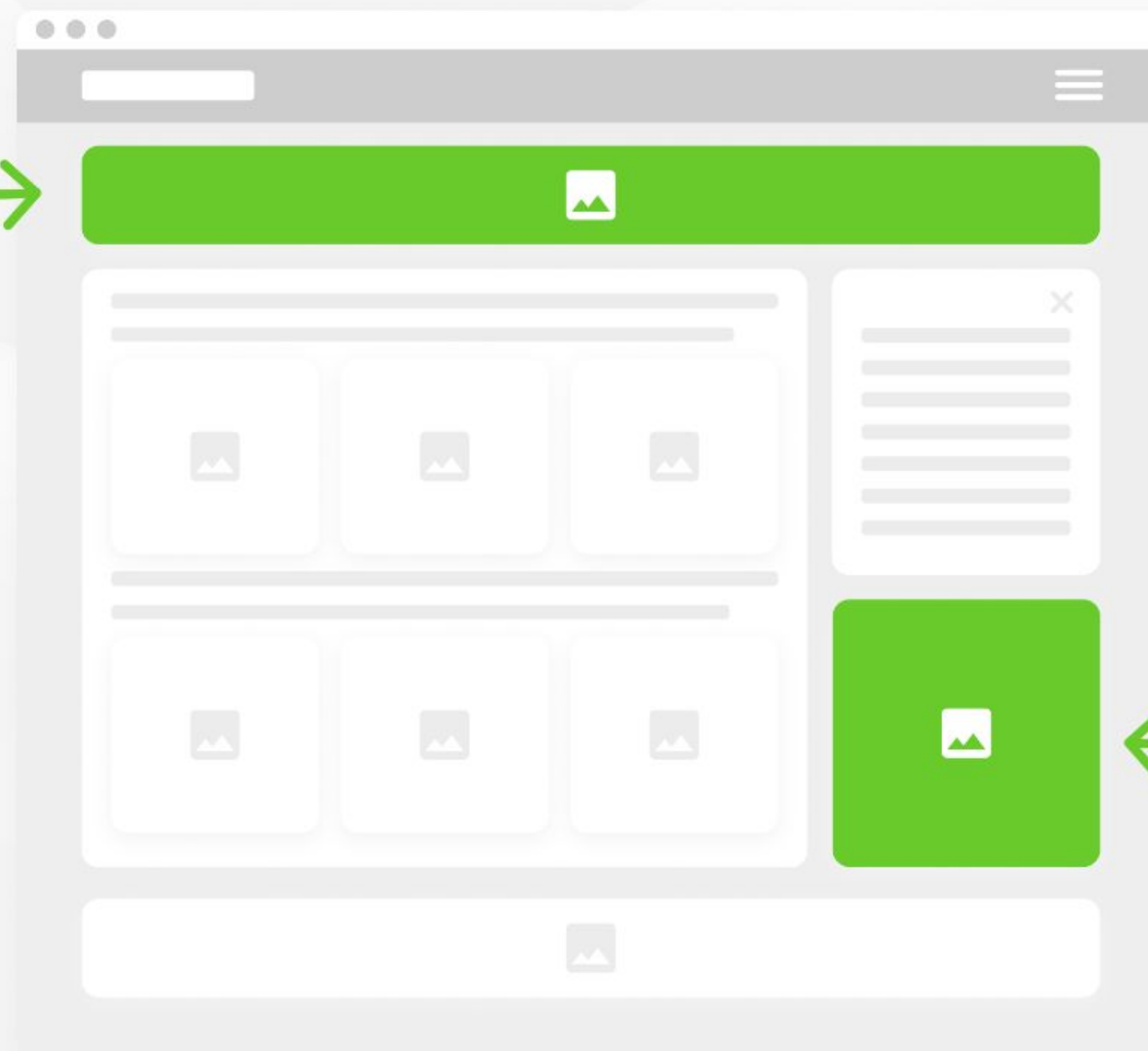
Middle of
the article



Under
the article

Top spots for banners

Header



Sidebar

Myth 2

“

Native ads can't be blocked

”

Myth 2

“

Native ads aren't blocked

”

TRUE

Ad blockers **usage statistics**



32.8%

**of internet users use
ad blockers at least
sometimes while
surfing online**

In 2024, ad blocking is expected to cost publishers \$54bn in lost advertising revenue, which is ~8% of the total projected global digital ad spend of \$695bn (eMarketer)

Myth 3

“

Native ads are deceptive

”

Myth 3

“Native ads are deceptive”
FALSE

How we avoid deception

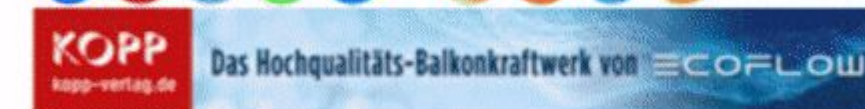


- ✓ Advertising blocks marked with Geozo's logo
- ⋮
- ✓ Carefully moderating ads to avoid misleading users
- ⋮
- ✓ Encouraging to provide useful information within advertising content

Was steckt hinter der Klimakrise und wer profitiert davon? Forscher haben bewiesen: Die Erde reguliert das Klima selbst

21. Mai 2024 / aikos2309

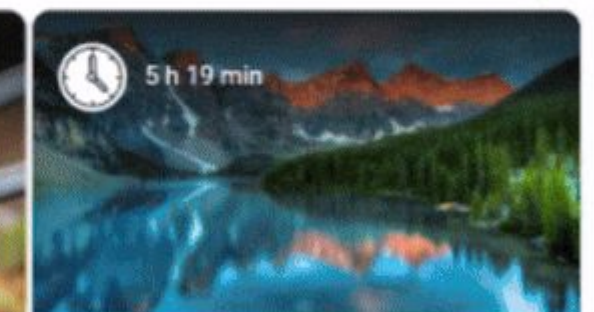
Teile die Wahrheit!



6 Strange Delicacies That Not Everyone Dares to Try

More

203 33 187



The Most Beautiful Beach Towns with Cheap Living

More

217 176 327



Myth 4

“ Native advertising supports SEO efforts ”

Myth 4

TRUE

“

Native advertising supports SEO efforts

”

Native ads can lead to:

- increased site visits and lower bounce rates;
- searching for product/service online and clicking on organic listing;
- increased links, mentions, coverage, sharing, etc. that can boost organic rankings.

Myth 5

“

Banners are more profitable
than native ads

”

Myth 5

“

Banners are more profitable than native ads

”

FALSE

Banners **vs.** Native ads

CTR

Up to 3x higher



Engagement

20-60% higher



Traffic

85-95% more clicks



- Banners
- **Native ads**

Banners **vs.** Native ads

Advantages	Banner ads	Native ads
Higher CTR	-	+
Non-intrusive to users	-	+
Takes even unpopular website spaces (under or in the middle of articles)	-	+
Adaptable design to match site content	-	+
Ad-blocking resistant	-	+
Overcoming banner blindness	-	+

Myth 6

“

Users don't trust promotional content

”

Myth 6

FALSE

“

Users don't trust promotional content

”

Results from the Time Inc. study:

- 92% of respondents believe brands have expertise on topics that add value to content;
- 57% think custom content means brands put more thought into being creative and interesting;
- 56% like brands sharing something cool or teaching rather than just selling.

Myth 7

“

Native ads improve product reputation

”

Myth 7

TRUE

“

Native ads improve product reputation

”

Advertising on premium media can give trust to the advertised product. This especially applies to news media.

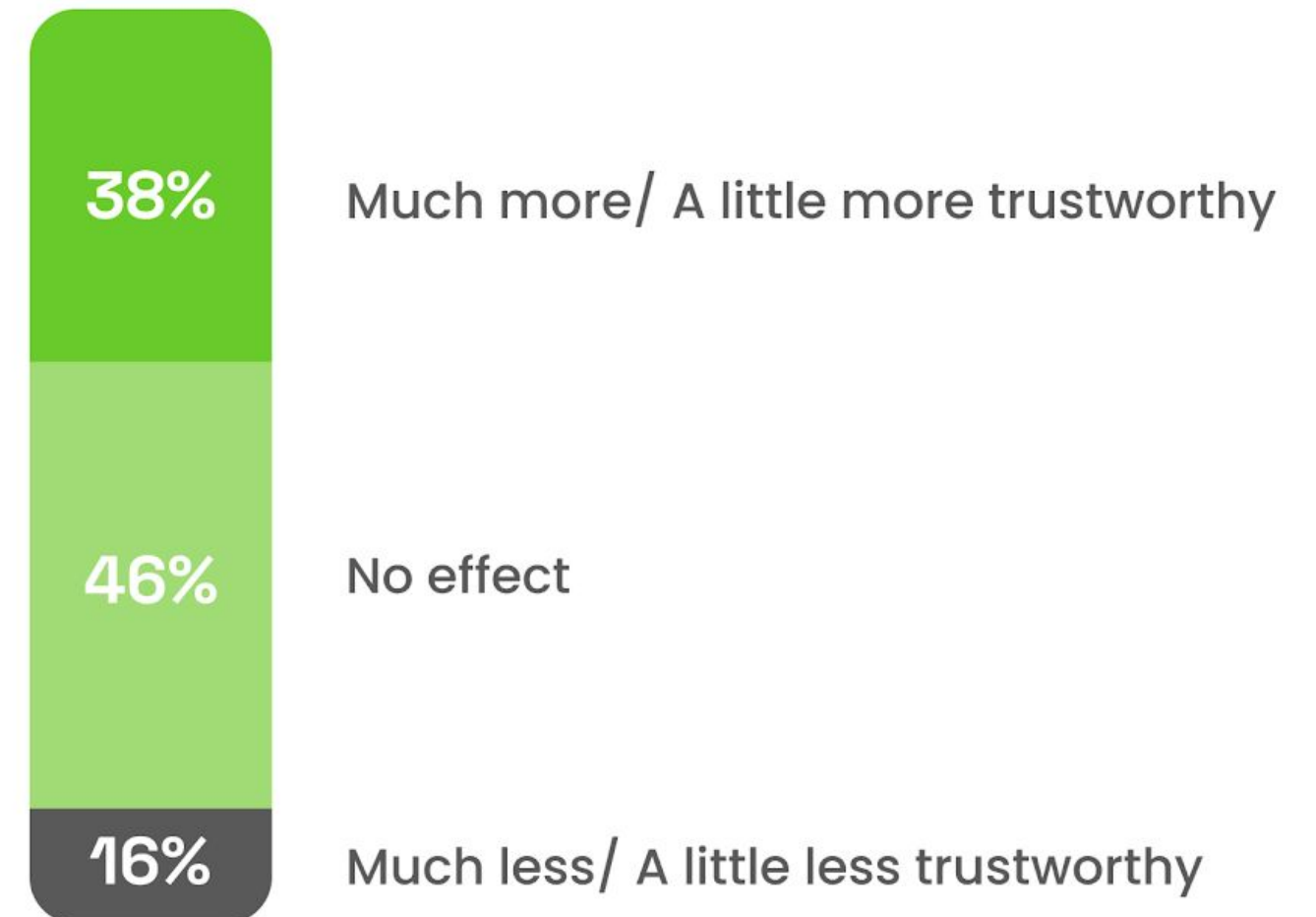
- 84% of news consumers feel that advertising within the news either increases brand trust or maintains it.
- Consumers also regard brands that advertise within news as more current, caring, relevant, believable, innovative, high-quality, customer-focused, and more.

Consumer actions taken when brands advertise within news

- ✓ Talk about product with friends and family
- ✓ Search for more information
- ✓ Recommend the brand

(IAB Research Report: Value of News)

IMPACT ON BRAND TRUST



Myth 8

“

Native ads is a new form of advertising

”

Myth 8

“

Native ads is a new form of advertising

”

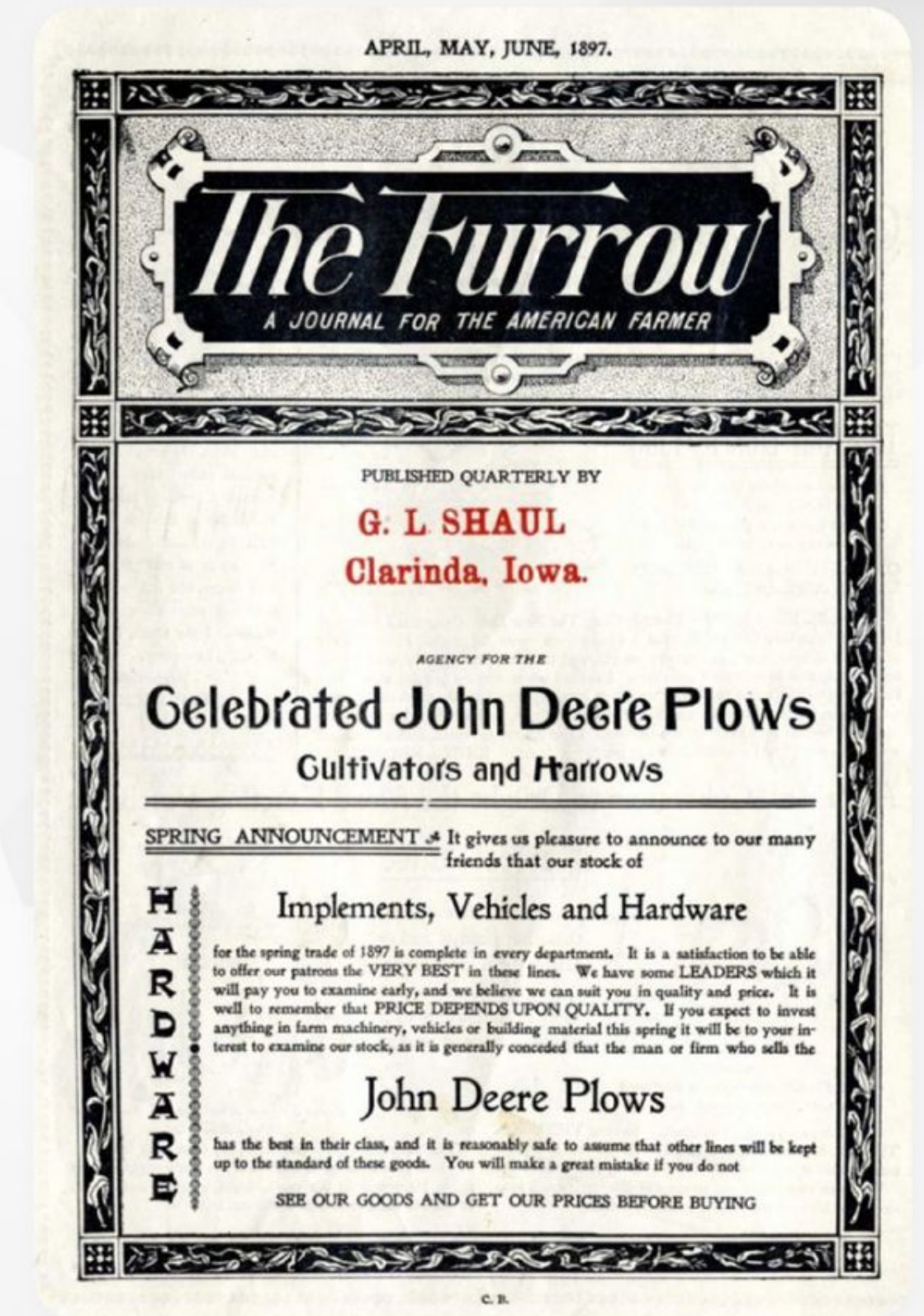
FALSE

How old is native advertising?



Native advertising format dates back to the 19th century.

John Deere, the owner of the agricultural company Deere & Company, launched the magazine *The Furrow* in 1895, where he began publishing useful articles for farmers. These articles subtly mentioned Deere & Company tools that could make farming easier.



The example of first advertorial advertisement



Results of one of the first native ad efforts:

- Record sales of Deere & Company tools
- Magazine with 4 million subscribers

The Furrow
A JOURNAL FOR THE AMERICAN FARMER.

DEERE DISK PLOWS IN THE ISLAND OF CUBA.

The Pearl of the Antilles

MAN, in his attempts to attain those things necessary to his existence, and which the Almighty provided for him at the birth of the world, first seeks a place for habitation, then he proceeds to the fields and forests to find for himself the pleasantest location, surrounded by those gifts of nature most suitable and from which he may, by honest toil, secure sustenance for himself and those dependent upon him.

In no country or clime under the skies can such a perfect and ideal realization of that which he most wants be met with more satisfactorily than in the Island of Cuba. He must not expect to let his ambitions and energies decay. He must work here the same as he should elsewhere, but the same amount of labor expended on his island plantation will net him greater gains than in any locality I know of.

Farming is carried on in Cuba by the natives pretty much the same today as it was when old Spain's pioneers struck their sharp iron-pointed sticks into the land, following the same with their old Spanish, or Cuban, turn-plows, and it is difficult, almost impossible, to convince the people that their antiquated implements are centuries behind those of today. However, many of the more progressive and intelligent are adopting and using the innovations that are gradually being introduced, among which is the modern plow. I see quite a number of plows of all kinds brought to the island, but with one exception they are discarded with malice upon those to whom they paid cash for something "no good." The exceptional plow I speak of is the "Deere Disk," which, according to the testimony of those using or seeing them used, without hesitation and with pleasure, say it is the only satisfactory plow on the island. A number of American and several prominent Cuban planters are using the Deere plow, in some instances to the exclusion of all others, after giving a fair trial to each.

In order to understand and appreciate what is required of a plow here, it is best to describe, in a few words, if possible, the nature of the soil. In the first place the land has to be cleared of its dense growth of tropical trees, vines, cane, reeds, heavy grass, etc. This is done with that instrument of war and peace, the machete. (See the illustration showing the use of this implement in clearing the jungle). This accomplished, we are ready to prepare the ground for planting, and here comes the rub. There are two kinds of tillable soil; the deep, heavy, patty-like red, and the hard-caked black. The like of neither is seen in the States.

Where there is nothing but cane and grass stubble to contend with the Deere will do its work perfectly, although the heavy soil hinders and breaks other plows to pieces.

I send you herewith a few photographs taken on the plantation of Messrs. Canover & Barlow, of Santiago de las Vegas, near Havana, who have three double and two single Disk plows in operation.

One illustrates the primitive growth and the manner of clearing. Another shows five Deere plows, with four mules to each plow. Another illustrates the planting of orange trees from the nursery. Land plowed by Deere Disks.

Still another shows the natives gathering tobacco plants for sale to plantations.

I also send a photograph of the principal store in Cuba having the agency for the sale of Deere Disk plows. H. A. BANA.

♦ ♦ ♦

TRIFLES A SOURCE OF FRICTION.

Altercation about trifles is a fruitful source of friction, and stock subjects of disputation beget a chronic "touchiness." One seldom convinces by excited and voluble argument, and when a suspicion of temper appears—good bye to success! Politeness compels a conciliatory manner, an open-minded hospitality to the views of others—which will be most effective if the object be to influence, rather than to vent irritation.—*Ladies' Home Journal*.

Myth 9

“

All native ads look the same

”

Myth 9

“

All native look the same

”

FALSE

Examples of ads design

Icon



How Do You Understand Your Dog?
Answers to Your Questions →



Amazingly Beautiful Places Around
the World →



We Don't Advise to Take These
Products Regularly →



The "Lazy" Way to Lose Weight by Summer



Famous Family Conflict: Meghan Markle
Blamed Family Members



Your Sleeping Posture Will Tell Everything
about You! Unthinkable

Gradient



Lifehacks to Help You Get a Great Harvest
of Potatoes



Useful Article for Pet Owners: the Habits
of Four-legged Pets



Picturesque Places Around the World:
Tips for Visiting

Trending

Myth 10

“

The revenue with native ads
is unpredictable

”

Myth 10

“

The reverse with negative ads
is unprovable

”

FALSE

Website analysis and **monetization** **plan** by Geozo



1

Analysis

Geozo manager analyzes publisher's website, including current ad blocks (if any), geos, and traffic volumes.



2

Recommendations

Geozo manager provides recommendations on where to strategically place native ad blocks on publisher's website to maximize profitability. Geozo manager can also suggest how to rearrange ads across the website if needed.



3

Income estimation

Based on the website's statistics, the team will estimate the potential income the website can generate by incorporating Geozo ad blocks.

NATIVE ADS

- Combine well with other formats
- Ad blocking software resistant
- Provide useful information
- Perform better than banners
- Appreciated by youngsters
- Improve product reputation
- Established format
- Customizable
- Revenue can be estimated

If you'd like to **receive this presentation**

contact us or leave your details via QR-code



✉ info@geozo.com



**International Platform
for Native Advertising**