

ChkLines - Native Advertising

Tags: discovery platform, predictive content, search engine in reverse, native advertising,



Native advertising

Native advertising is a type of advertising, mostly online, that matches the form and function of the platform upon which it appears. [Wikipedia](#)



Taboola

- ❑ Taboola is the world's leading content discovery platform, serving up 360B recommendations to over 1B unique visitors each month on the web's most innovative publisher sites, including NBC, USA Today, The Weather Channel, and The Tribune.
- ❑ Search engines may have changed the world by enabling people to find any and all kinds of information. But how can someone discover something new they may like if they don't already know to look for it? A "discovery problem."
- ❑ Taboola's team of ninja-like engineers and digital media mavens have been building the world's largest and most advanced discovery platform -- or "search engine in reverse" -- delivering personalized recommendations to over one billion users every month, on many of the web's most innovative and highly-visited websites.
- ❑ Thousands of leading publishers, marketers, and agencies utilize Taboola's predictive technology to increase user engagement, monetize their traffic, and distribute their content to engaged audiences across the web.
- ❑ Together, our teams have pioneered a major new marketing channel alongside "search" and "social," proving that "discovery" can power successful campaigns for companies of all sizes, throughout the customer journey.
- ❑ Taboola does not have any minimum payout. All payments are on a 40 net basis.
- ❑ You control the content appearing on your site.
- ❑ No Risk of the account being closed like AdSense.
- ❑ Simple & easy to use and install.
- ❑ These days, passionate about bringing "discovery" to more markets around the world, there are over 650 of us "Taboolars" (and growing), connecting people with content they may like but never knew existed, with offices in New York, Los Angeles, London, Tel Aviv, New Delhi, Sao Paulo, Shanghai, Tokyo, and Bangkok.
- ❑ Taboola at this time is only available for publishers having more than 1M traffic/month, publishers with less traffic are not able to use this network.
- ❑ Many alternatives of Taboola emerges in market after Taboola success so you can use them on low traffic sites, but still some top content sharing networks are limited to big publishers only.

Alternatives:



1. [Adblade](#)

- ❑ Adblade is the most innovative content-style ad platform, enabling advertisers to reach over 300 million monthly unique users across hundreds of top branded sites with the absolute assurance of brand-safety.
- ❑ Adblade offers a winning combination of innovative proprietary ad units, massive scale, distribution through select top-tier publishers, as well as unique features that give advertisers the confidence they need to launch their brand and direct response campaigns.
- ❑ Adblade is also one of oldest native advertising platform used by thousands of premium publishers like FOX NEWS.
- ❑ Difficult to get approval for small publishers.



2. [ayboll](#)

- ❑ Boosting revenue and traffic for publishers and advertisers.
- ❑ Every website owner faces the challenge of balancing monetization with user experience.
- ❑ This is where banner advertising falls short. Adding more banners may make a site earn more, but comes at the expense of your visitors user experience.
- ❑ With Ayboll you don't have to choose between user experience and making more money.
- ❑ Ayboll's advert formats are super flexible - they can be either eye-catching or blend into a page in various different ways.



3. [content.ad](#)

- ❑ We combine technology with deep knowledge and expertise to help our customers generate revenue through content marketing.
- ❑ Content.ad was one of the first companies to offer successful content marketing services to online advertisers at scale. From there, we created one of the largest native sponsored content networks in the world.
- ❑ For our publishers, this means that we consistently deliver among the highest earnings rates in the industry. It also means that we constantly offer new cutting edge tools and features that make it a pleasure to do business with us.



4. [Disqus](#)

- ❑ Disqus helps publishers increase engagement and build loyal audiences.
- ❑ Disqus is supported by a simple pricing model with plans serving the needs of many different types of publishers.
- ❑ Disqus is a famous commenting system used by million of websites and blogs, including the Discovery network through which publishers can earn a handsome income and advertiser can reach the right targeted audience.
- ❑ They are also leading native advertising network.
- ❑ Disqus Discovery is available for everyone.
- ❑ Free: Get all of the core Disqus features including: Engage comments plug-in, advanced spam filtering, moderation tools, basic analytics, configurable ads, and more.



5. [mgid](#)

- ❑ Our mission is to deliver high value to consumers of digital content and all participants of the native advertising ecosystem.
- ❑ Not as well-known as other ad networks, but they are generating an amazing result due to adult type ads.
- ❑ MGID claims to have more than 20,000 Publishers and 30 million page views per month.



6. [Outbrain](#)

- ❑ We recommend your content on the web's largest and most respected media properties, including CNN, People and ESPN. And we capture your target audience's attention to drive better results for your business.
- ❑ Help people discover content that they can trust to be interesting, relevant and timely for them.
- ❑ We operate out of 17 global offices and we partner with publishers and marketers in over 55 countries, including the U.S., U.K., France, Brazil, India and Japan.
- ❑ Highest CPC, compared to other native advertising companies.
- ❑ Outbrain is probably the most well-known distribution service among its competitors Taboola and Disqus. The company has made an effort to care about quality and the invasiveness of their sponsored posts.
- ❑ Available for premium publishers only.



7. [RevContent](#)

- ❑ We are rigorous in our discipline on Site Quality and will continue to deny over 98% of sites that apply as the most selective and premium native network in the world.
- ❑ We believe your users deserve more than what they get now from the "Cookie Cutter" native networks. We believe a native platform only succeeds when your users love the platform and it adds true value to them and their experience on your site specifically.
- ❑ Not available for small publishers.



8. [Yahoo Stream Ads](#)

- ❑ Drive traffic to your website, raise brand awareness, promote your app, and increase your online sales.
- ❑ Combining search and native ads can amplify your marketing impact, with users 3.6 times more likely to do a brand search and up to 56% more likely to notice a search ad if they've been exposed to a native ad.
- ❑ Limited only to few world premium publishers like Cnet.
- ❑ Hard to get approved.

~ [Chaz](#)