Pangle

Your Ultimate Guide to Pangle Native Ads
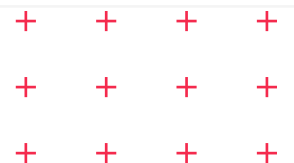
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More and more apps and games are using native ads – and for good reason. Native ads have several advantages that improve ROI for advertisers, in turn benefiting publishers. Read on to find out what makes this ad format so appealing.
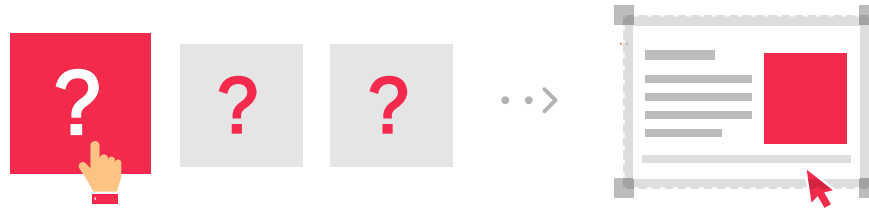
What are native ads?

Native ads are ads that look and feel just like the content surrounding them. While traditional ads can be intrusive, native ads form a natural part of the interface. Because they fit in so seamlessly, you can run more of them without disrupting user experience. With Pangle, you can run native ads in image or video format.
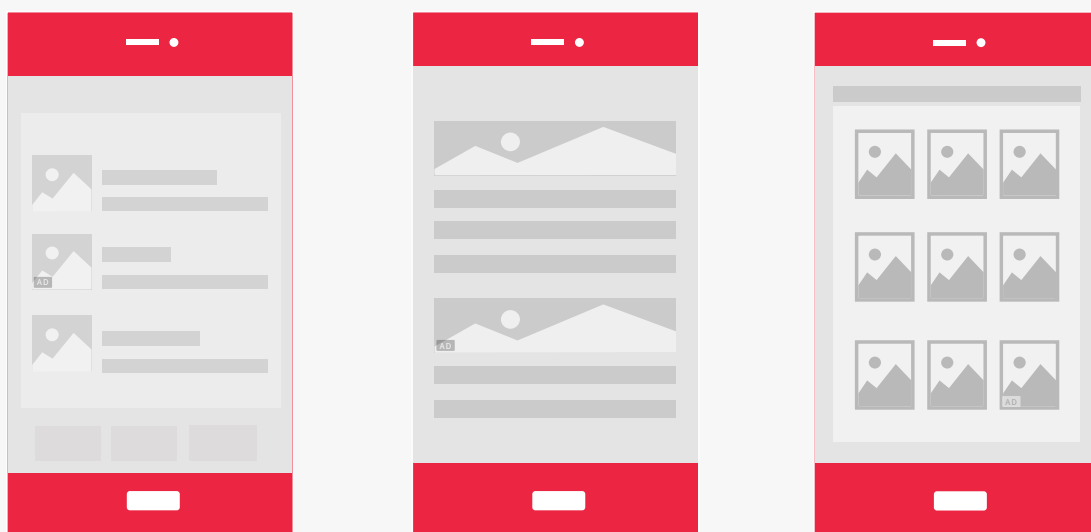
📝 3 reasons to go native


• Native ads boost CPM

If you're trying to get more bang for your buck, native ads may be the perfect solution. Research shows that in mobile apps, native ads perform up to 10 times better than display ads.[1] Specifically, mobile native ads tend to earn more viewing and interaction time, stronger visual focus, and more-positive reactions than other ad formats. In some cases, switching from traditional ad formats to native ads has even led to a 15-fold jump in CTR.

• Native ads help users

Users perceive native ads as more helpful and more useful than traditional ads. Native ads are often embedded in news feeds, where they blend in naturally and are less likely to spark negative reactions. Whether a user is on the lookout for something in particular or just casually browsing, native ads can help them find what they need without getting in the way.

• Native ads offer more flexibility

Native ads can be customized to suit any kind of app interface. Unlike a banner ad, a native ad can be as big or small as you want. In addition, a native ad can include custom elements that help tie it in to its environment. As a result, beyond conveying a message, a native ad can even enhance user experience.
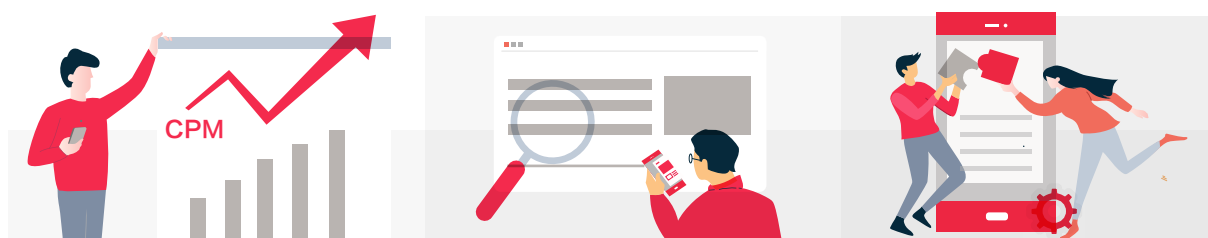
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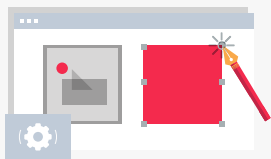
Best practices for publishing native ads

Native ads can be almost anything you want them to be, but Pangle recommends following these best practices to maximize impact.

Engaging design

• Include the advertisers' creative assets in a way that encourages user engagement.

• Maintain the original image proportions when scaling, and do not obscure or alter the image/video.

• Truncate any text that surpasses 30 characters, using '...' or other text treatments to indicate the truncation.

• Allow users to close the ad if they find it annoying, and gather their feedback to inform your optimization process.

Strategic placement
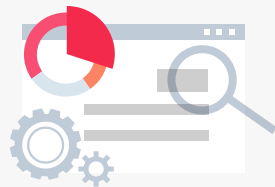
• Put ads in places where users are exploring, such as in "recommended reading" or "explore" sections. These placements tend to deliver higher CTRs and yields.

• Do not show ads at the very beginning of your feeds, where your users may find them disruptive.

Effective testing
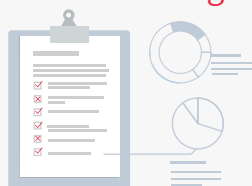
• Make sure that the ad creatives, logos, and buttons are all clickable. Also pay attention to areas that should not be clickable, such as a white background, to avoid accidental clicks.

• Perform A/B testing to determine the most user-friendly and beneficial position for the ad.

Go native now

If you're ready to tap into all that native ads have to offer, Pangle has everything you need to get started.

Read the Pangle native ads guidelines	Get the latest version of our SDK	Contact us: pangle_support@bytedance.com

Pangle is the leading app monetization platform, offering interactive and high performing in-app advertising solutions that make app monetization simplified. Powered by intelligent advertising technology, Pangle helps apps maximize their earnings, create engaging and seamless ad experience, and grow efficiently.

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