

triplelift

LOOK

BOOK

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TAKE A LOOK AT THE FUTURE OF NATIVE

In just a few short years, native advertising has transformed from an industry buzzword into a vibrant marketing strategy employed by some of the world's most prestigious brands.

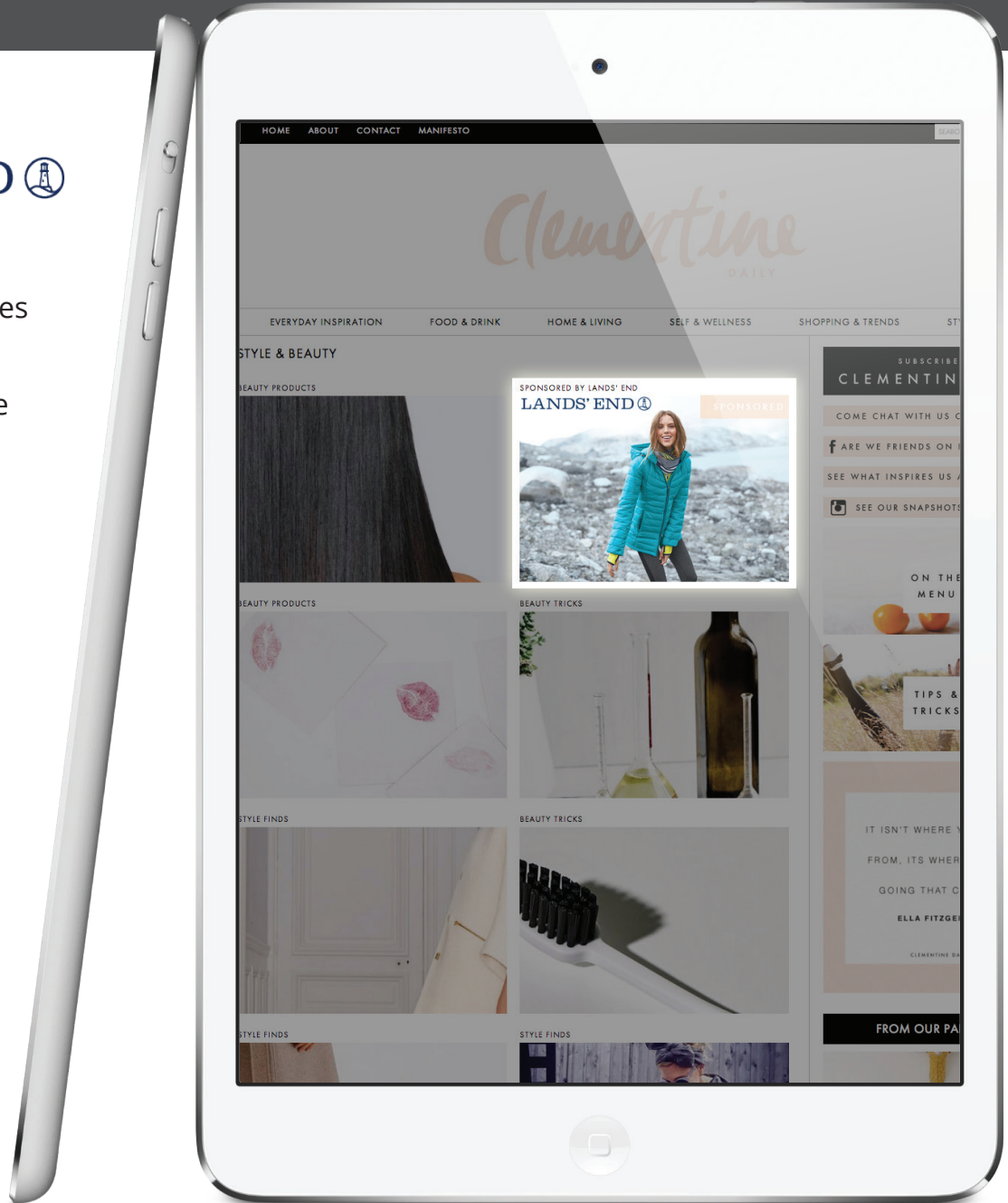
Business Insider reports that media spend on native is expected to grow to \$21 billion in 2018, rising from just \$4.7 billion in 2013 and steadily matching the investment in traditional display. The fact is, native will soon become the most common form of advertising online. As we move closer to a digital world with very little room for banners, native will be the only real opportunity for advertisers to engage consumers.

It is for this reason we are excited to present our first annual Look Book, featuring 10 carefully curated native advertising examples that we believe exemplify the best elements of what makes native such a beautiful and effective form of advertising.

From desktop to mobile, each of these distinct bodies of work shares the use of beautiful visuals to create meaningful consumer experiences. We believe the brands featured in the pages of our Look Book represents a glimpse into the future of native advertising, and we invite you to take a look and walk away with fresh ideas for your native advertising goals in 2015.

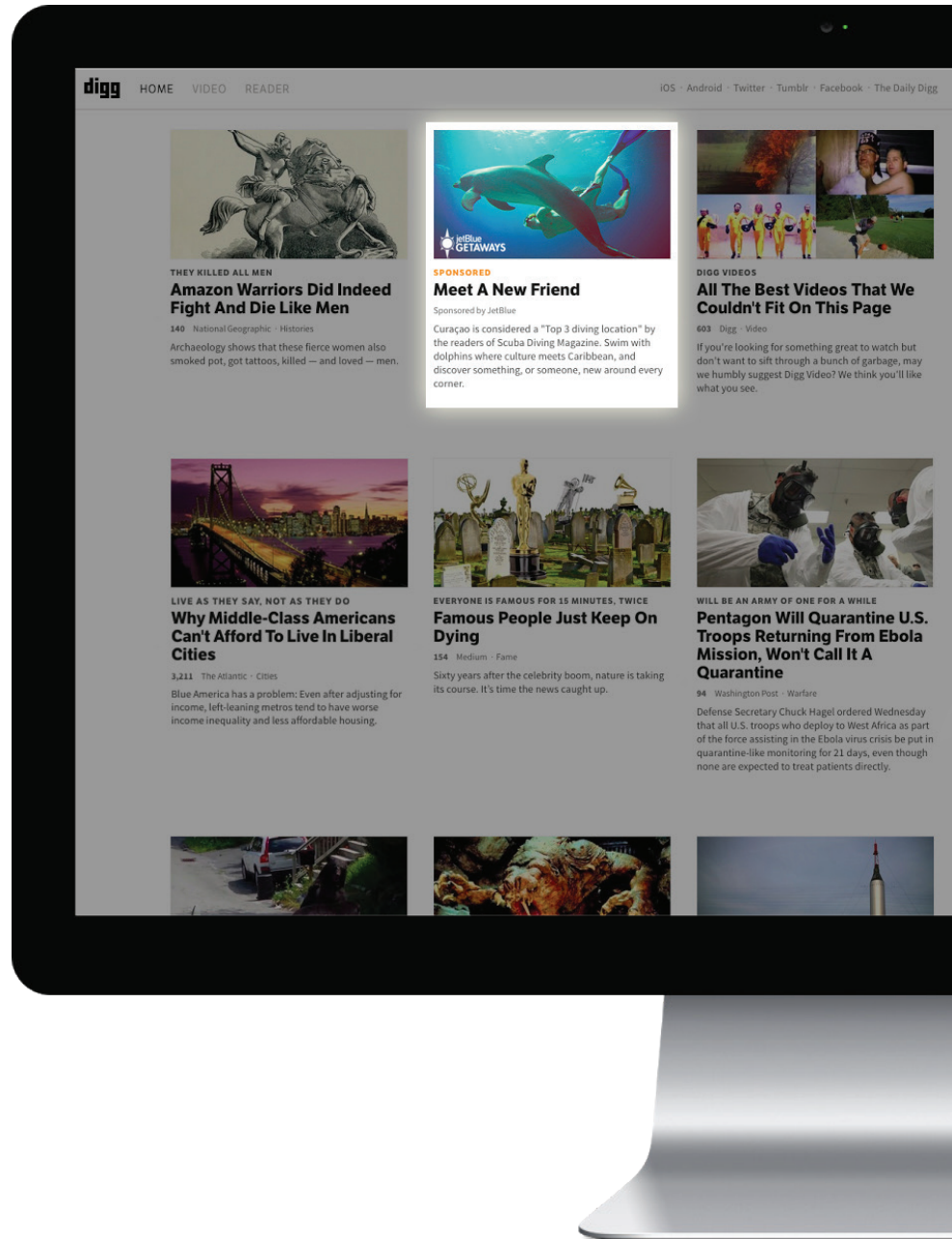
LANDS' END

Seasonally aligned images and timing with cold weather months to drive product awareness.



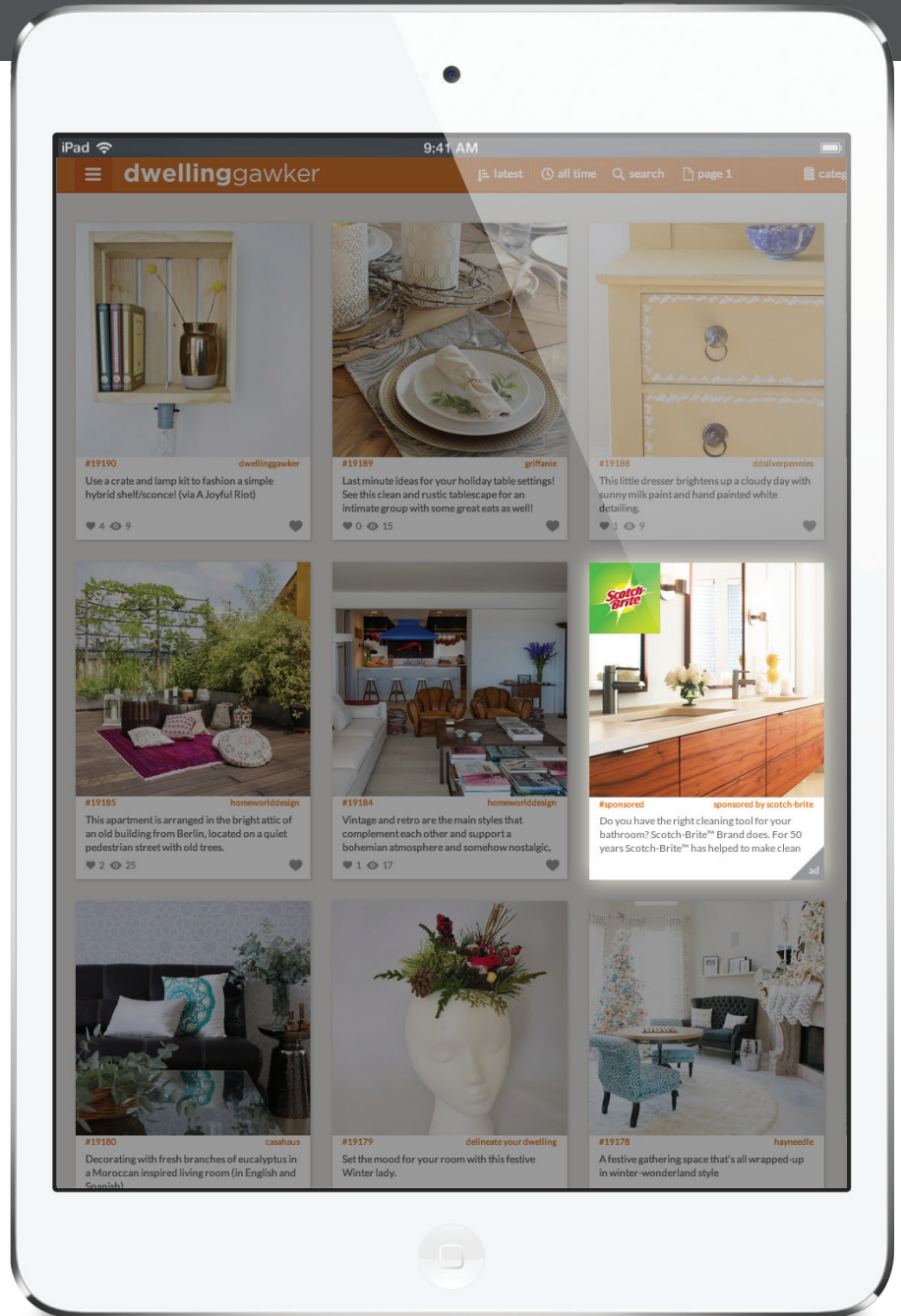
jetBlue

Seeking to create interest in trips to Curacao, the airliner used beautiful imagery of beaches, nightlife, and daytime expeditions.





An emphasis was put on showcasing bright lifestyle and environment images to create an interest in the product.



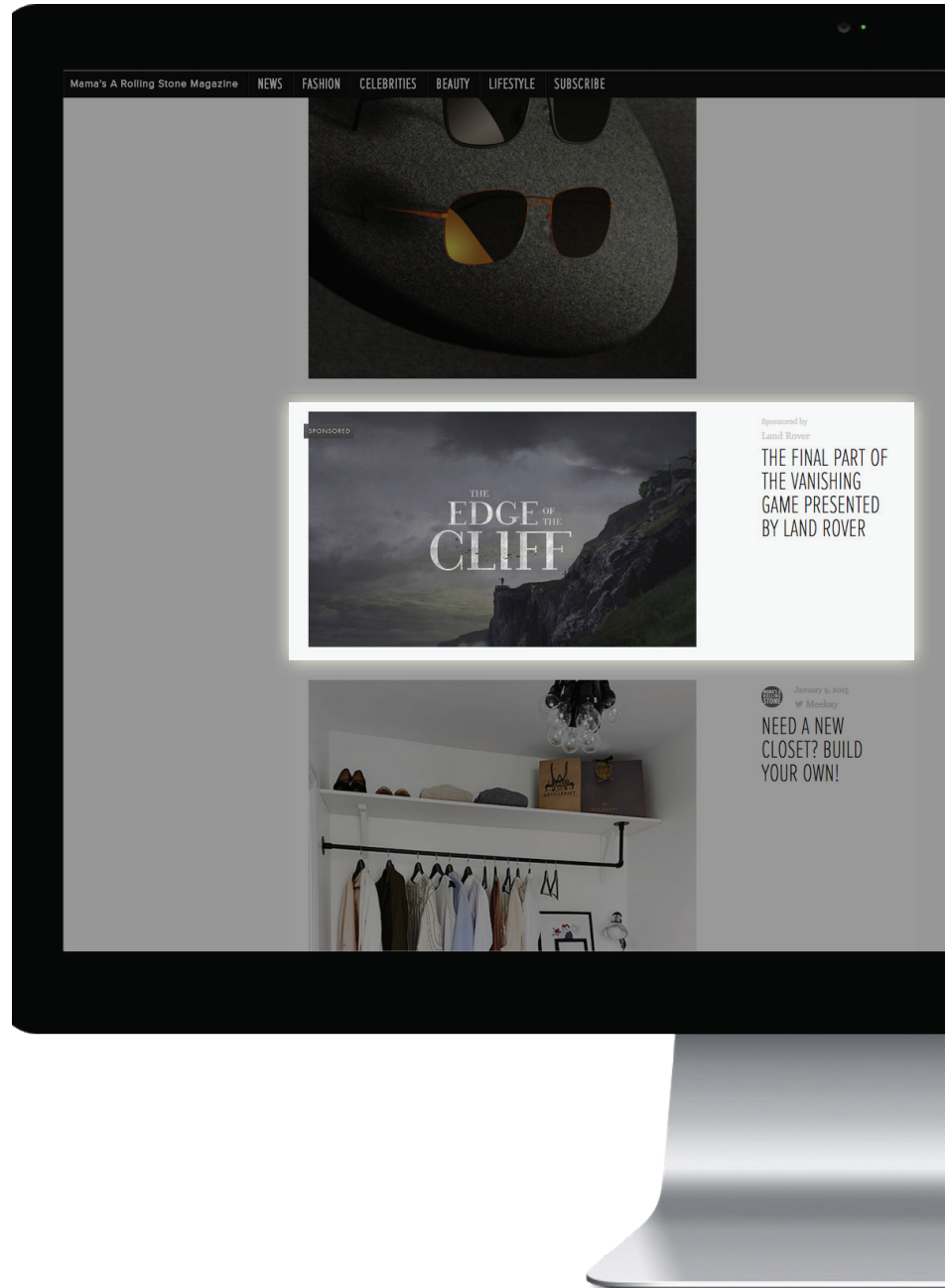


Delectable images of food were the focus of this campaign, whetting the appetite of buyers for the need of the product.



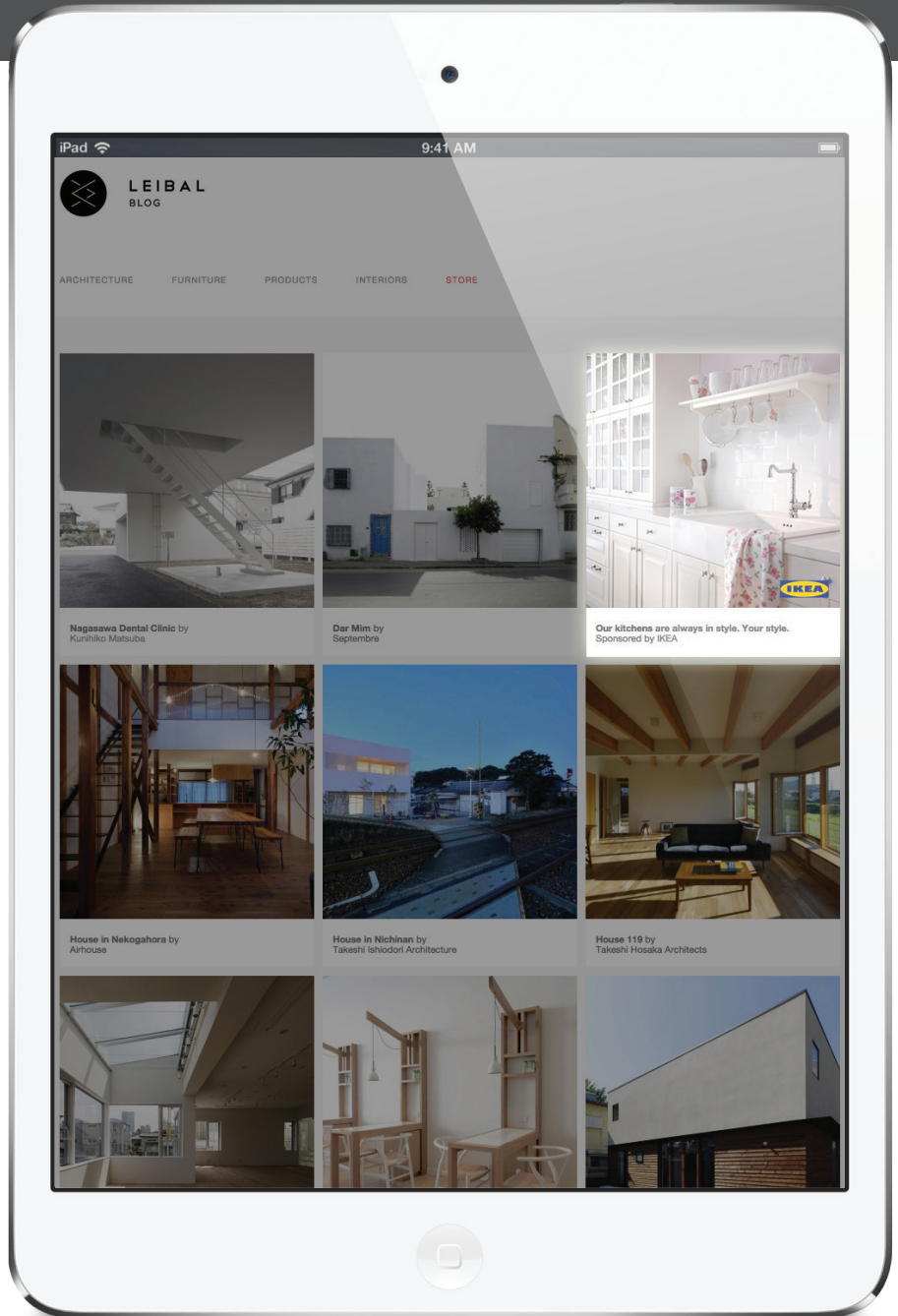


The luxury automaker looked to extoll the brand's adventure credentials via a British suspense narrative custom written by an author and worked with TripleLift to deliver native ads that promoted the unique digital story.



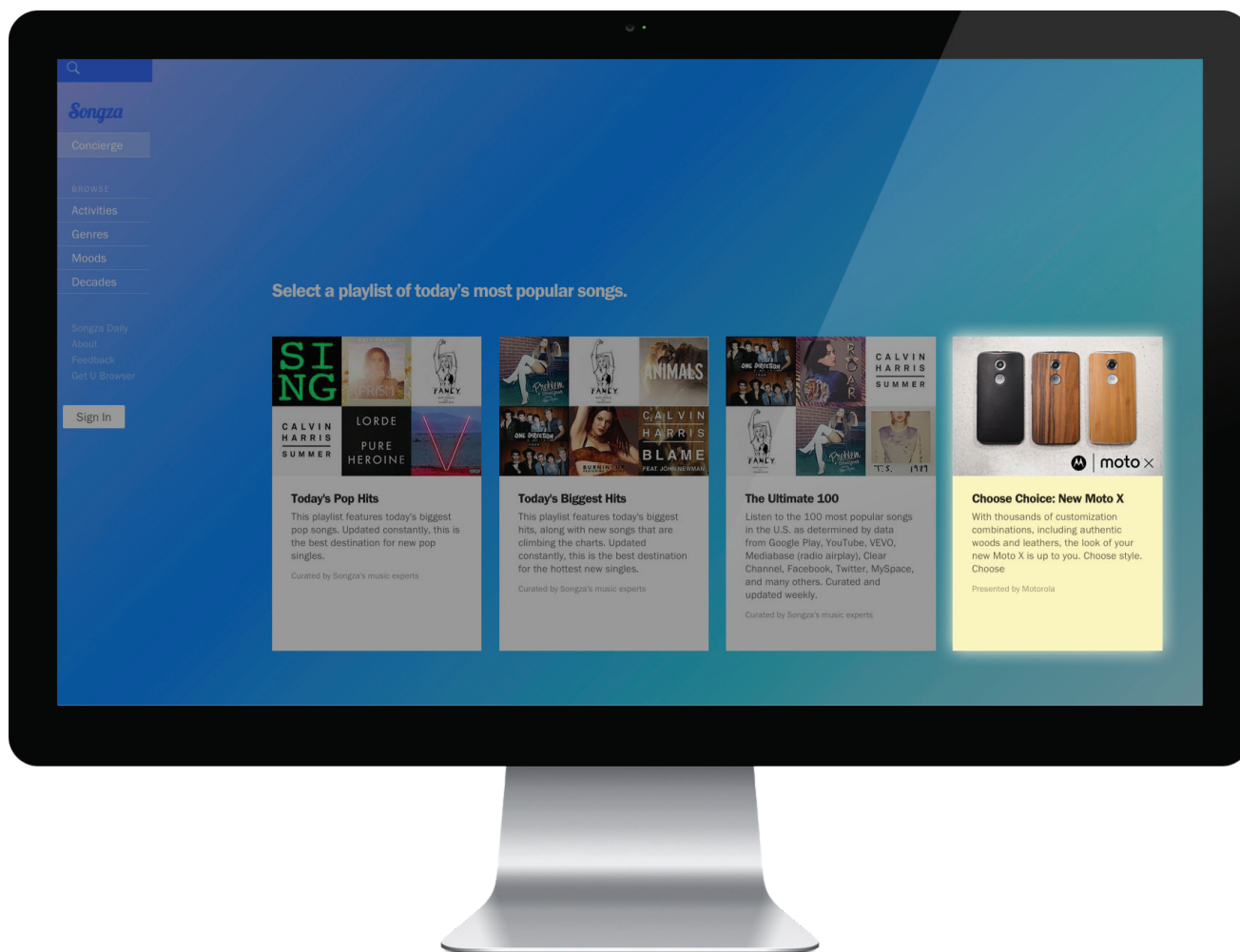


Aligned images of beautiful modern kitchens with relevant content that engaged consumers.



moto X

Went beyond the standard content channels and into in-app environments to connect with millennials.

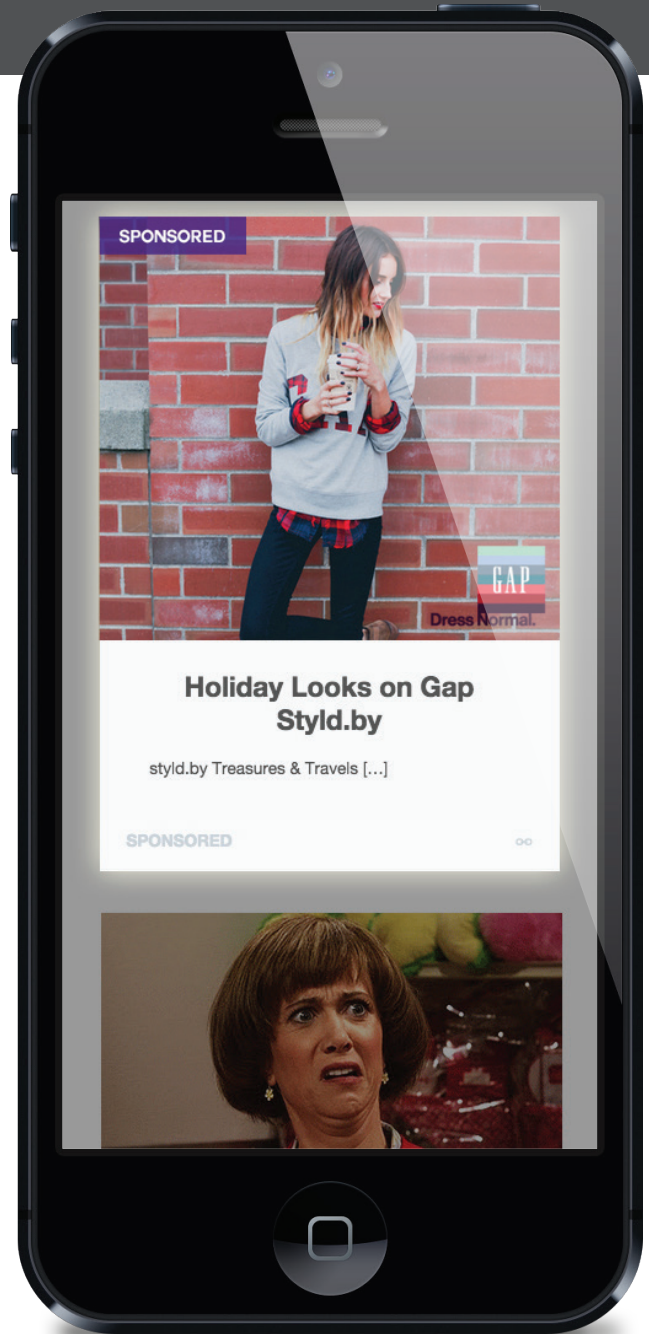




APPAREL



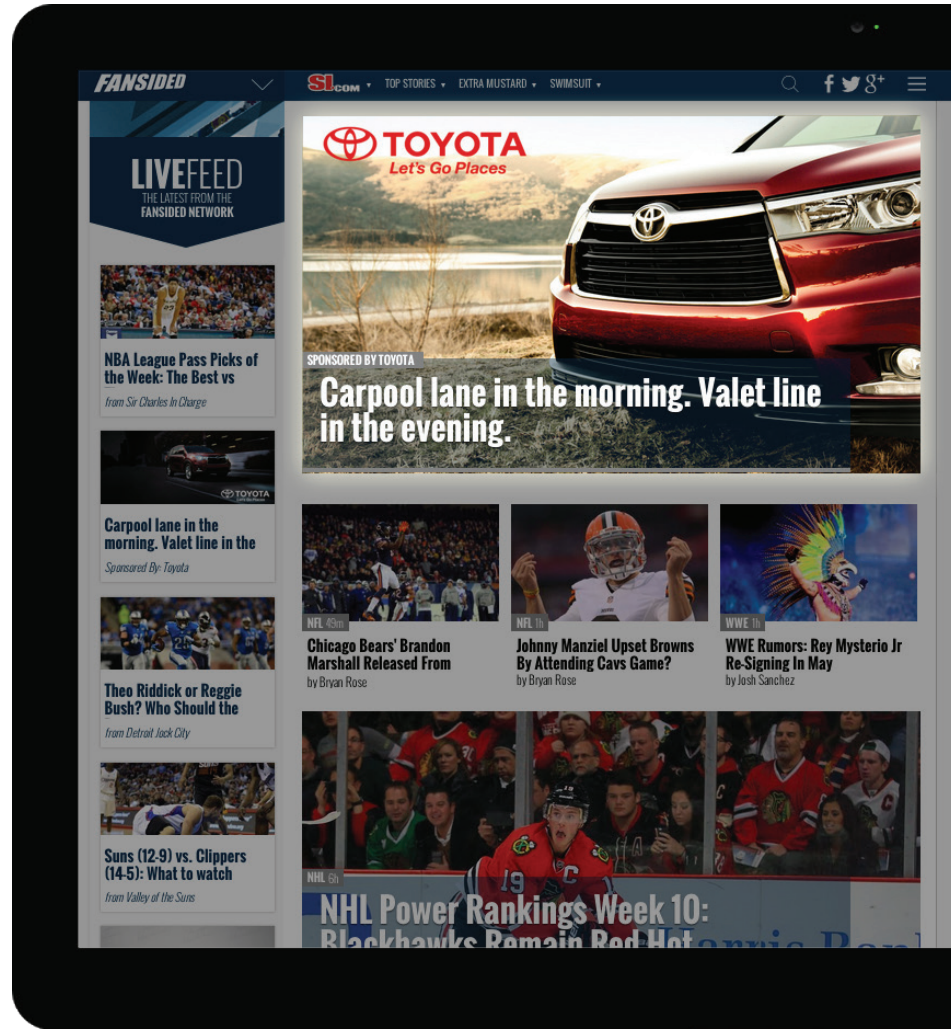
Gap has employed frequent creative refreshes ranging from launching new images daily to rotating new images monthly. Gap is preventing creative wear out by incorporating new images on a regular cadence. This strategy also aligns with their blog content so that their market presence is consistent.





Southeast Toyota Distributors, LLC

Employed native geo-targeting to align campaign with specific dealerships.

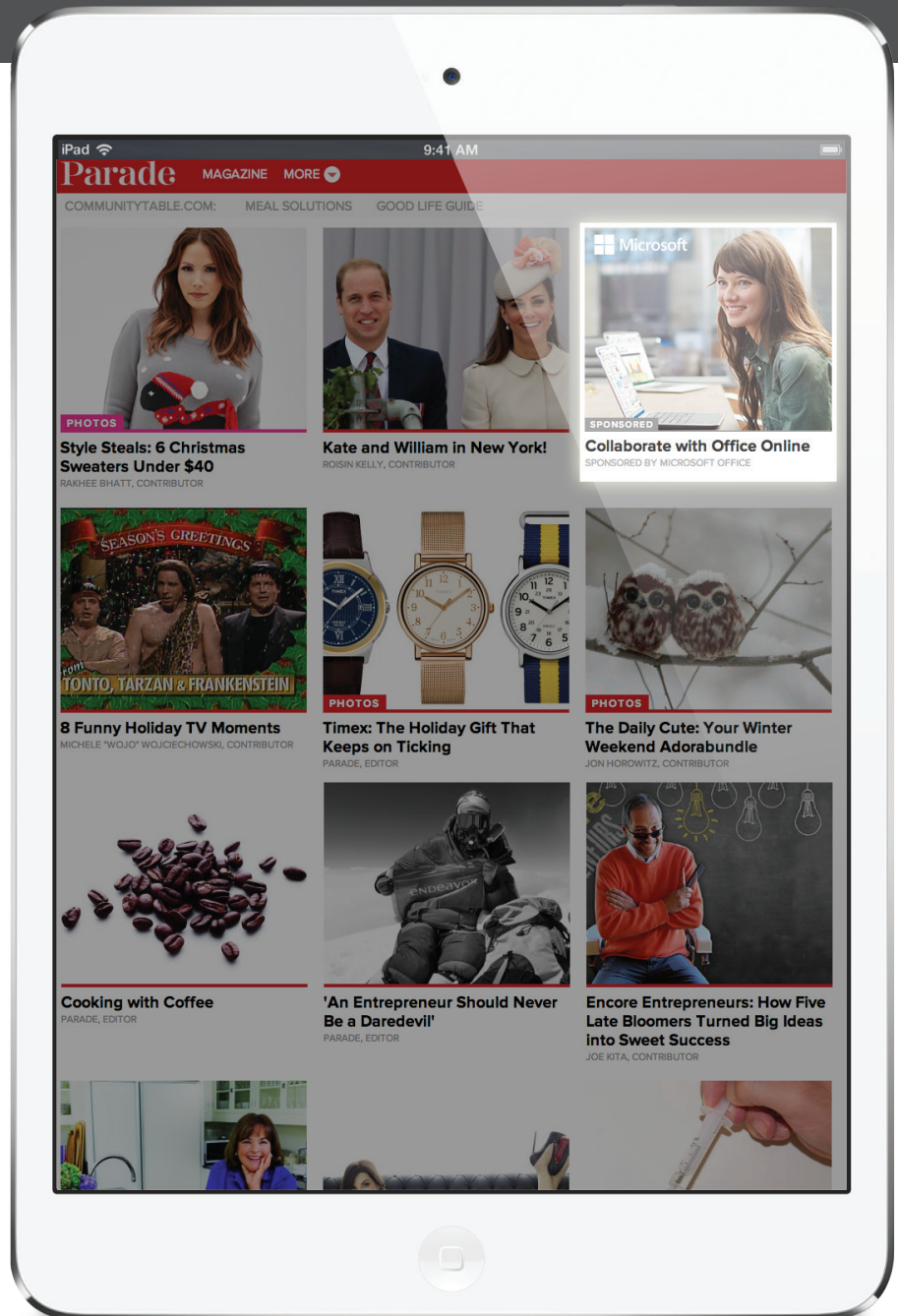




TECHNOLOGY



Here lies an example of the very first campaign bought programmatically, in real-time through a DSP.



ABOUT
triplelift
triplelift.com

TripleLift combines the beauty of native advertising with the efficiency of programmatic buying to deliver a truly scalable solution. Leveraging pioneering ad and computer vision technology, TripleLift seamlessly integrates a brand's most engaging images alongside contextually relevant content, across any device, at scale. Founded in 2012, TripleLift is credited with developing the first viable alternative to traditional banner advertising and introduced the industry's first programmatic exchange for premium native inventory. The use of big, beautiful imagery to tell brand stories has delivered meaningful interaction and engagement for many of the world's leading brands and publishers. TripleLift was named 212 NYC and The New York Times Ad Tech Startup of the Year, and was a finalist in AdWeek's Startup of the Year awards.