



MILLENNIALS LOVE NATIVE

ADVERTISERS:

Millennials aren't putting up with your B.S. They make up more than a quarter of the U.S. population. They've got more than **\$600 BILLION** to spend but they're looking for a trusted source to tell them where and what to spend it on. The current stats point to only one kind of advertising that millennials can trust: **Native**. *But don't let us tell you, check out the data below.*

MILLENNIALS & Advertising



**\$200
BILLION**

Millennials have to *spend* (FORBES)

61%



of Millennials are *worried* about the state of the world and feel personally *responsible* to make a difference (Huffington Post)



84%

of Millennials *don't trust* traditional advertising (Hubspot)

34%



of Millennial respondents did not mind that the post was *sponsored* (BusinessInsider)

9%



of Millennial respondents said they'd ignore a post if it was *sponsored* (Business Insider)



CONTENT MARKETING
IS ESSENTIAL
DISPLAY won't CUT IT

Millennials are **44%** more likely to trust experts, who happen to be strangers, than advertisements (Hubspot)

83% of Millennials believe online content is very useful in helping them make purchasing decisions (IAB)

And **247%** more likely to be influenced by blogs or social networking sites (Hubspot)

NATIVE IS THE golden TICKET

85%

of Millennials say In-feed Native Ads are the same or better than the other content on the page (IAB)

58%

of Millennials think publishers should only use Native Ads (IAB)

48%

of Millennials believe that brands that use In-feed Native Ads are interested in establishing a positive relationship with them (NativeAdvertising.com)

80%

of Millennials believe headlines should be informative (NativeAdvertising.com)

80%

of Millennials say In-feed Native Ads are a good user experience (IAB)

44%

of Millennials visit a brand's website or social media site after reading only a headline (IAB)

1/5

Millennials say they exclusively read headlines (IAB)

91%

of Millennials consume their content via discovery In-feed (IAB)

38%

of Millennials say In-feed Native Ads make them more likely to purchase the brand featured in the content (NativeAdvertising.com)



More than **85%** OF Millennials own smartphones. (Nielsen)

88%

of Millennials want mobile creative that reflects their activities, locations and/or tastes (Forbes)

63% of Millennials complete transactions on their smartphones (UPS)



79%

OF Millennials SAID THAT **video** that plays **AUTO-MATICALLY** IN THE FEED [is] **CONVENIENT** (NativeAdvertising.com)

70%

OF Millennials ACKNOWLEDGE **READING THE HEADLINE while WATCHING the video** (NativeAdvertising.com)

BOTTOM LINE:

Millennials PREFER A STORY OVER A STATEMENT.
NATIVE ADS ARE JUST THE **TICKET**