

Bidtellect® 1H 2020 NATIVE REPORT

TOP 3 TRENDS

- 1 Multiple Goal Types consistently earns the highest revenue - usually double that of CTR as a goal type.
- 2 Deep Mobile Engagement: Consumers are spending more time on Mobile devices and engaging with advertiser content more deeply than on Desktop.
- 3 Engagement in Travel, Science, and Style & Fashion Categories all increased over 1H 2020.

Engagement by Contextual Category:

TOP 5 AVERAGES FOR Q1

- 1 News
- 2 Personal Finance
- 3 Technology
- 4 Business
- 5 Religion & Spirituality

TOP 5 AVERAGES FOR Q2

- 1 Science
- 2 News
- 3 Real Estate
- 4 Technology
- 5 Personal Finance

MULTIPLE GOAL TYPES: Highest Campaign Revenue

68%

Multiple Goal Types revenue was 68% higher than CTR in one month, and consistently about double.

AD TYPE ENGAGEMENT: CONSISTENT THROUGH 1H 2020



CTR surpassed pre-pandemic rates in all Ad Types by the end of 1H 2020.

44 PERCENT

For one ad type, Time on Site increased 44% from January to April, the height of pandemic. (Recommendation Widget)

Engagement by Device:

Deep Mobile Engagement Continues to **Climb**

- + Mobile had a **106%** higher CTR than Desktop in 1H 2020.
- + In Q2, the difference was starker: average Mobile CTR was **120%** higher than Desktop.
- + Mobile Engagement increased **35%** from February to June 2020, even with the coronavirus pandemic.
- + In Q2 2020, Mobile users spent **20%** longer on sites per visit after engaging with a Native Ad than Desktop users, and 58% more than Tablet users.