

Bidtellect® 2H 2020 NATIVE REPORT

TOP 3 TRENDS

- 1** Dynamic Goal Setting Leads to Max ROI
 - 2** Relevant Recommendation Widget Ad Type Sees Highest Engagement
 - 3** Longer Engagement on Desktop, Higher Click-Throughs on Mobile and Tablet
- +** Plus: Travel and Personal Finance Show Promising Recovery

Revenue by Goal Type

Dynamic Goal Setting Optimizes Revenue

Setting Multiple Goal Types, while technically not a goal type itself, is made possible through Bidtellect's proprietary optimization to support multiple goals simultaneously with variable weighting.

40% The average revenue of Multiple Goal Types was approximately 40% higher than CTR in 2H 2020.

59% Multiple Goal Types Revenue increased 59% from July to December 2020.

57% CTR saw a 57% revenue increase from July to December 2020.

Engagement by Contextual Category:

TOP 5 AVERAGES FOR Q3

- 1 Science
- 2 Technology
- 3 Personal Finance
- 4 News
- 5 Business

TOP 5 AVERAGES FOR Q4

- 1 Technology
- 2 News
- 3 Law, Government, & Politics
- 4 Science
- 5 Real Estate

Ad Type: Recommendations See Highest Engagement

Bidtellect offers three native ad types to fit the unique placements of the pages it serves: In-Ad, In-Feed, and Recommendation Widget. In 2021, Bidtellect announced the addition of an anticipated new fourth unit to meet advertisers' evolving needs: Native Display.

100 PERCENT Recommendation Widget CTR was 100% higher than In-Ad and 65% higher than In-Feed in 2H 2020

12 PERCENT Recommendation Widget had a 12.5% higher Engagement Score, on average, than In-Ad in 2H 2020

74 PERCENT 74% of consumers like to see ads that match the content they are viewing (IAS, 2020)

Engagement by Channel Category:

Travel & Personal Finance Show Promising Recovery

- Personal Finance Engagement** and Time on Site held steady over 2H 2020
- 68%** of US Internet users conduct mobile banking on a phone (always, sometimes, or rarely) (eMarketer, 2020)
- Travel Engagement** and Time on Site held steady over 2H 2020

Engagement by Device:

Longer Engagement on Desktop, Higher Click-Throughs on Mobile and Tablet

- +** Desktop Time on Site increased **10%** from July to December 2020
- Average Desktop Engagement was **+** **4.8%** higher than Mobile in 2H 2020
- Mobile Time on Site was **59%** higher **+** in the summer months of Q3 than Q4
- Average CTR was **254%** higher on **+** Mobile than in Desktop in 2H 2020
- Average CTR was **106%** higher on **+** Tablet than in Desktop in 2H 2020

*Note on Engagement Score™: Bidtellect's unique algorithm factors in sessions, pageviews, bounce rate, and time on site, to more accurately measure how engaged an audience is in real-time.