



# 2020 NATIVE REPORT

# 2H 2020 Native Report

The platform trends and data in this report undoubtedly reflect shifting habits in reaction to the unprecedented circumstances of 2020. On Bidtellect's platform, dynamic goal setting still brought in the highest revenue for advertisers thanks to Bidtellect's optimization engine. Video usage continues to climb, and consumers consistently prefer recommended content that blends in with the environment. Consumers still used their phones and tablets during lockdown, but they spent more time with content on Desktops than the first half of the year. Travel and Personal Finance saw promising rebounds, indicating hope for the future. News, Technology, and Real Estate were most successful in holding consumers' interest in contextual categories; advertisers were able to capitalize on optimal placement and relevance thanks to Bidtellect's advanced contextual optimization capabilities.

2020 may be over, but shifting consumer habits will likely remain: greater ease and use of digital channels to complete tasks ranging from grocery shopping to buying a home, as well as multi-channel approach to research and engagement with brands. As privacy and a cookie-free future are front of mind for advertisers in 2021, contextual advertising and the promise of optimizing to better performance outcomes without the need for cookies will be the key to success and peace of mind.

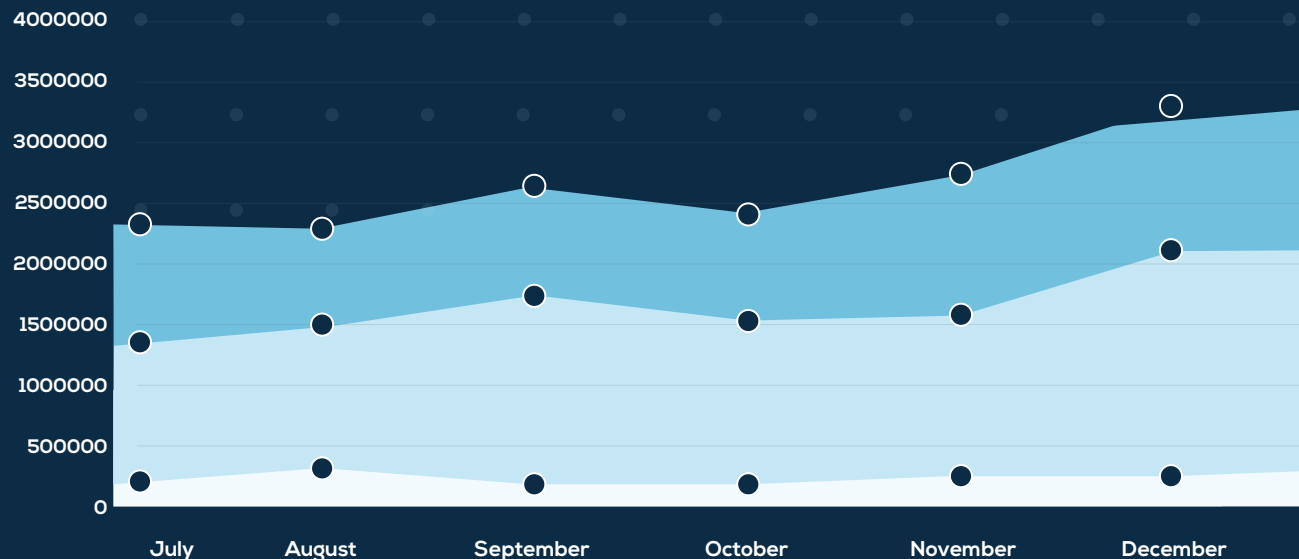


# Revenue by Goal Type:

## 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. As we saw in the first half of 2020, the practice of setting multiple goal types not only optimizes performance, but consistently brought in the highest revenue for client campaigns in Q3 and Q4 2020 - and grew. Revenue increased 59% from July to December 2020. The average revenue of Multiple Goal Types was approximately 40% higher over 2H 2020 than CTR, the next highest goal type when it came to revenue. CTR, still an industry benchmark, saw a 57% revenue increase from July to December 2020.

Completion Rate for Video was the fourth highest-earning goal type out of thirteen possible goal types, indicating a massive shift for advertisers towards video. Its revenue increased 6% from July to December 2020. This aligns with programmatic advertisers across the industry. According to eMarketer, even during the slowdown in digital ad growth in 2020, programmatic video spending was up by 15.6%, and 45% of US programmatic display spending is predicted to go to video ads in 2021 (eMarketer, 2021).



### Key Stats:

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

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

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

Programmatic video spending was up by **15.6%** in 2020 (eMarketer, 2021).



# Ad Type:

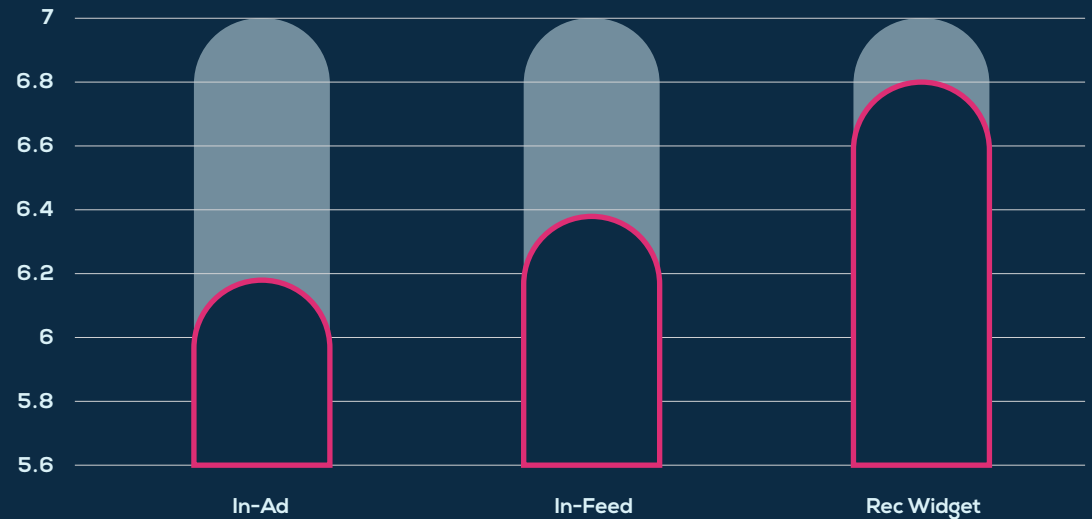
## Recommendations See Highest Engagement

Bidtellect offers three native ad types to fit the unique placements of the pages it serves: In-Ad, In-Feed, and Recommendation Widget. Measured by Engagement Score\* and CTR, Recommendation Widget as an ad type saw the highest engagement across 2H 2020, proving the value of recommending relevant content to interested consumers and the subtle power of blending into the surrounding environment. According to IAS, 3 in 4 consumers like to see ads that match the content they are viewing, and if the ads recommend relevant content, consumers are both more likely to remember the ad and think of the brand more favorably.

In 2021, Bidtellect announced the addition of an anticipated new fourth unit to meet advertisers' evolving needs: Native Display.

### \*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.



### Key Stats:

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



# Engagement by Device:

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

Engagement and Time on Site by device in 2H 2020 point to a shift in consumer habits over 2020 due to the pandemic. In years and reports past, longer, meaningful engagement with mobile content continued to climb. In 2020, habits shifted from relying solely on heavy phone usage "on the go" to steady engagement with Desktop: a sign of consumers working, living, shopping, and playing from home in the midst of a global shutdown. Mobile engagement was higher in the summer months, at the time when the pandemic briefly lulled, consumers hit the road for outdoor getaways, and the end seemed (temporarily) in sight.

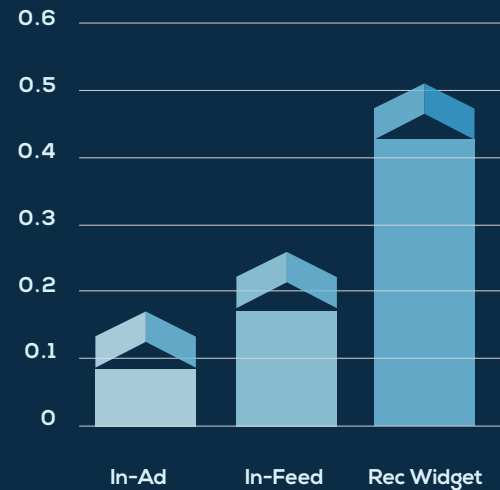
CTR showed that mobile phones and tablets were not tossed aside, however. Average CTR was 254% higher on Mobile than in Desktop in 2H 2020, and Tablet CTR was 106% higher. CTR, like Engagement, was higher in the summer months of Q3 than Q4; it was the inverse for Desktop. It's increasingly clear that a multi-channel, multi-device approach is imperative for advertisers, as consumers rely heavily on all devices to start and end content consumption and transactions through the funnel, from research to purchasing

Engagement Score By Device

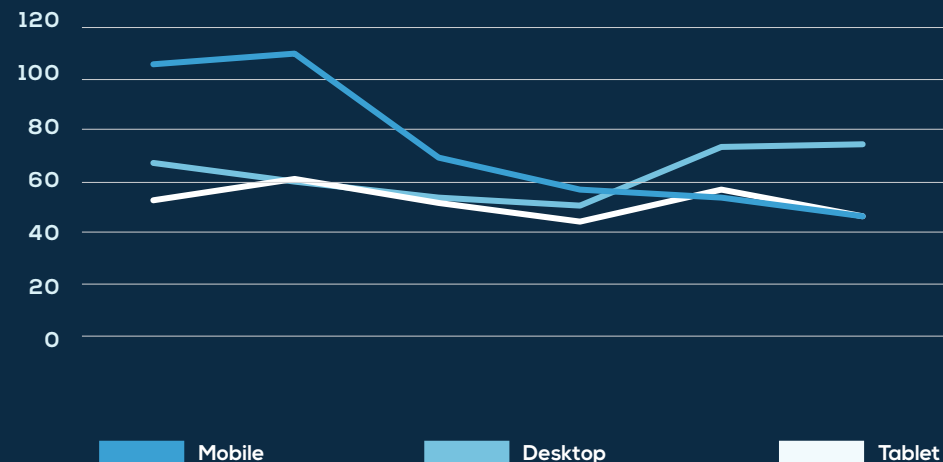


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CTR By Ad Type



Time on Site By Device



# Engagement by Channel Category:

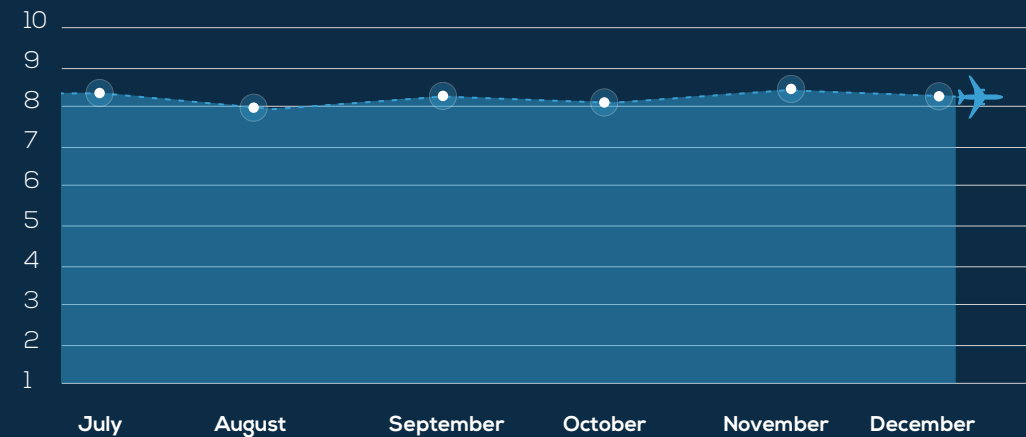
## Travel and Personal Finance Show Promising Recovery

2020 was a rocky, unpredictable financial year for many Americans as businesses closed, companies shuttered, and many lost jobs or took pay cuts. One-in-four adults have had trouble paying their bills since the coronavirus outbreak started and a third dipped into savings or retirement accounts to make ends meet (Pew Research, 2020).

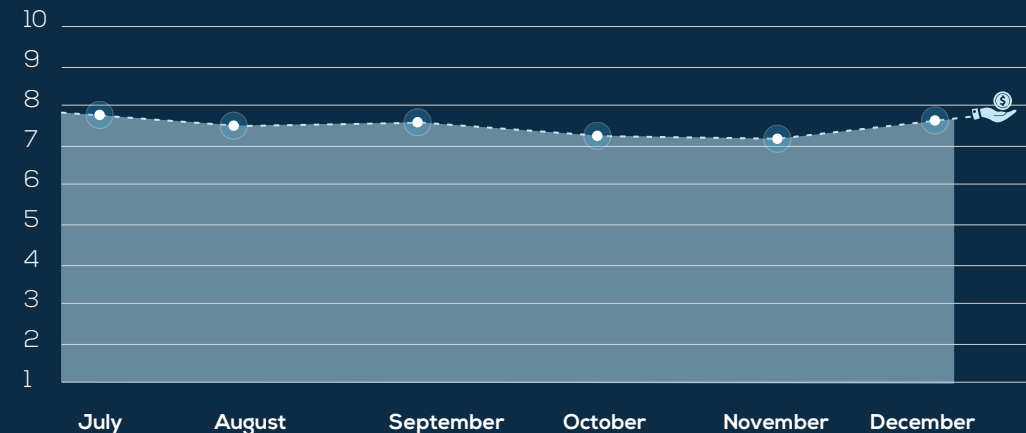
Personal finance is a fraught subject for many in North America right now, but consumers are seeking out information, guidance, and reliability. There was a slight dip in engagement in October following the brief signs of hope for the end of the pandemic in summer, then a strong rebound in November to December as consumers returned to lockdown. Consumers are growing more and more comfortable with banking through digital channels, both online and on mobile apps. They're also reassessing finances, from mortgage refinancing and credit loans to stock market investments. Financial advertisers who conveyed reliability, transparency, and easy online banking options fared and will continue to fare the best.

Travel Engagement and Time on Site was high and steady in 2H 2020, a promising sign for the industry. While the first half of 2020 saw incredible blows to travel and spend, the second half showed renewed (albeit, measured) domestic travel. Additionally, consumers considering travel - especially at this time - are seeking more information and receptive to content recommendations. Advertisers that deliver helpful content and reassuring safety and sanitation measures will continue to succeed in engagement.

### Travel



### Personal Finance



#### Key Stats:

Travel Engagement and Time on Site held steady over 2H 2020.

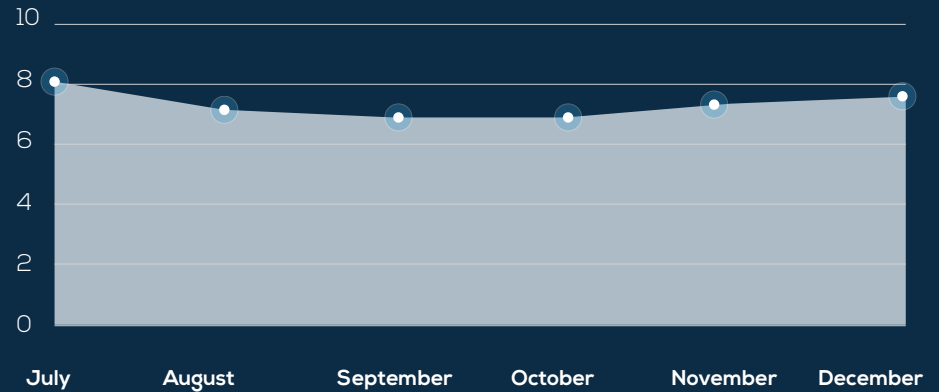
**68%** of US Internet users conduct mobile banking on a phone (always, sometimes, or rarely) (eMarketer, 2020)

# Engagement by Contextual Category

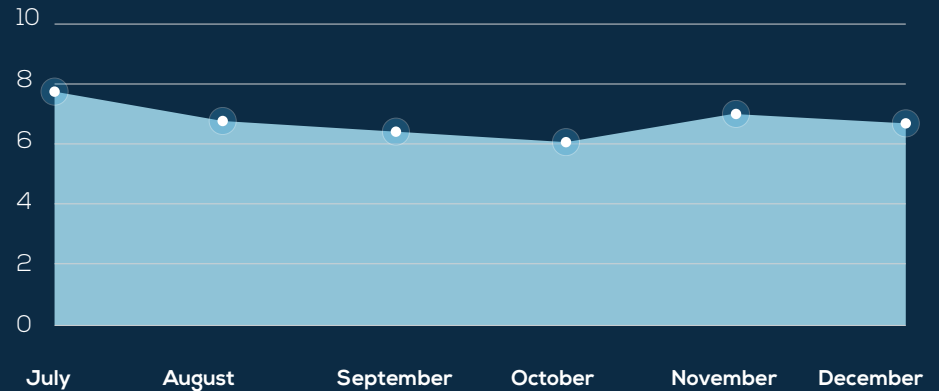
Personalization has never been more important to both advertisers and consumers - and neither has privacy. With the cookie-free world shifting closer to reality, there has been a renewed devotion to contextual targeting and optimization - that is, bidding based on the information on the page, rather than third-party user data or cookies. Bidtellect distinguishes itself from other context-first platforms in the space with its contextual optimization technology. Using non-identity factors and contextual clues on the page, Bidtellect determines the value of the placement and adjusts the auction bid price in real time for maximum performance and return on investment.

A relevant ad or content recommendation close by captures the attention of a consumer already interested in learning more. The top contextual categories in Q3 were Science, Technology, Personal Finance, News, and Business. In Q4, Technology, News, Law & Government, Science, and Real Estate held the top spots. The top categories come as no surprise: the end of 2020 featured the global health pandemic, a highly publicized U.S. presidential election, continued conversations around race and controversies surrounding it, individuals and families cooped up at home and seeking new homes in new locations, and increased interest in privacy and changing technologies. For consumers already engaging with these topics, a relevant content recommendation would be both valuable and of interest to them.

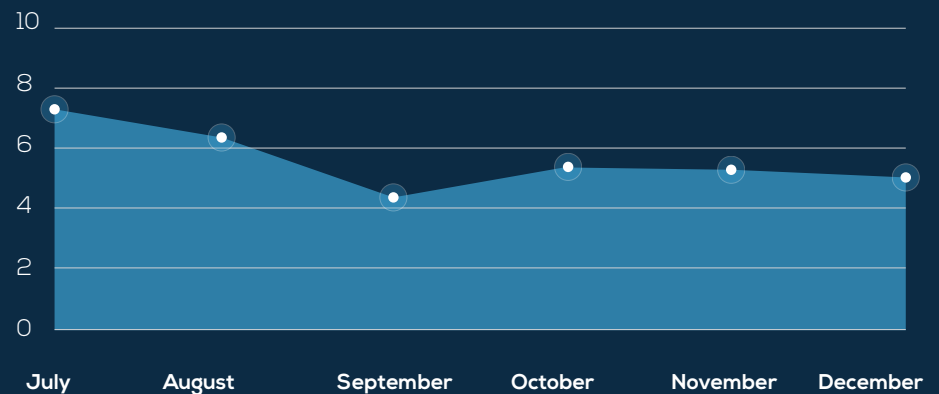
## News



## Technology



## Real Estate



# Top 5 Engagement Score Averages:

## Q3

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Science



Technology



Personal Finance



News



Business

## Q4

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Technology



News



Law, Government  
& Politics



Science



Real Estate