

July 9, 2015

New Adworkshop Digital Program

Google recently notified marketers about a change in YouTube pre-roll video advertising, a change that will have a big impact on the success of digital ad campaigns. Before, the entire video player screen was clickable. This made it easy for the user to click through to the advertiser's website. Now, YouTube ads will have a small clickable URL at the bottom left of the video player. Google expects that click-throughs could drop in half (or more!). Therefore, NYSTIA and Adworkshop have chosen to revise their offering for the Digital Co-op Program.

Effective immediately, the Digital Program offered to NYSTIA members by Adworkshop will be Native Advertising. Native advertising refers to an advertising message designed to mimic the form and function of its environment. The most obvious example is Facebook newsfeed ads. These ads look like your friends' posts but are "in-feed" ads, making them less obtrusive.

Thousands of publishers, e.g. buzzfeed, guff.com or huff post, are producing content that lends itself to native, "in-feed" ads. Only a few months ago, these ads were only available directly through the publisher. This means that you would have to go directly to each site to buy the ads. Today, we are able to offer you these ads from thousands of publishers through the new program.

The Native offering will now produce twice the amount of clicks than the original program could produce. Click-throughs for Native ads are higher and CPC are lower. The higher number of clicks will improve the performance of the retargeting campaign as well.

For more information, visit <https://www.nystia.org/co-op-programs>.