

4 TIPS TO SHORTEN THE PATH TO PURCHASE NOW.

With the COVID-19 pandemic curtailing opportunities for in-person retail, as well as limiting the reach of in-store marketing channels, e-commerce has taken center stage as the critical component of many brands' revenue strategies. In fact, online sales grew 12% worldwide in 2021 and 16% in the US alone.¹

The bar has been raised for e-commerce, driven by heightened consumer expectations around their digital shopping experience. Advertisers must be helpful, captivating and ready to provide instant value.

1. Personalization
2. Utility
3. Break through
4. Creativity

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See the 4 tips below to help your brand cut through the e-commerce clutter and shorten the path to purchase with Yahoo native ads.

Tip #1 Use ad tech to be smarter about personalization.

Improve ad performance with tailored tech solutions.

We know that 88% of consumers see the benefits of personalized ads, and 55% will make a purchase and become brand loyal because of personalized content.² Make it easier for potential customers to find your products in their exact moments of need or inspiration by tapping into Dynamic Product Ads.

Dynamic Product Ads, powered by Yahoo, create intuitive shopping experiences that are built for creativity, yet mindful of a user's specific interest.

This smart ad tech dynamically pulls creative from a brand's product feed and serves it based on each user's unique online shopping behavior. With this automation, brands help free up their bandwidth during times of increased volume, simplifying setup and making every dollar count across all of Yahoo's ad formats and platforms.

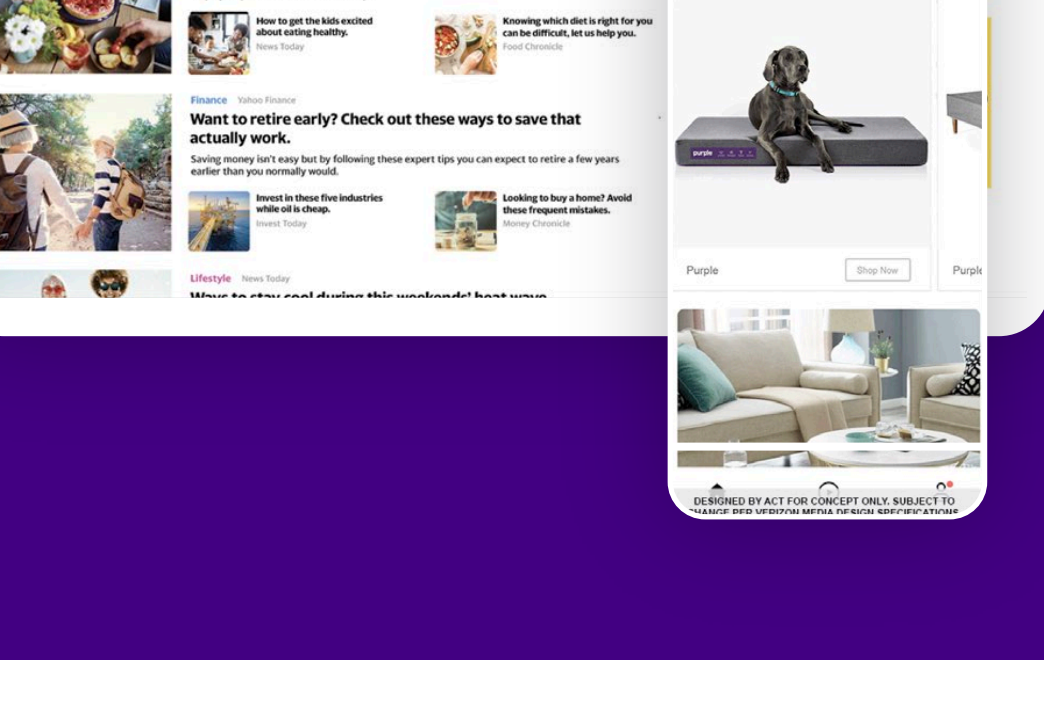
Work with a globally recognized and trusted partner to find your right audience across a network of owned and operated platforms and trusted partners.



92%

Higher conversion for personalized ads over non-personalized native image ads.⁴

Yahoo combines the power of **data targeting, creative personalization and optimization** to drive deeper connections with consumers. Our 200B cookie-less daily signals are pulled from different user inputs: **site behavior, interest, location, browsing habits, relative product interest, and purchase receipts** in Mail.



PARTNER SUCCESS

purple

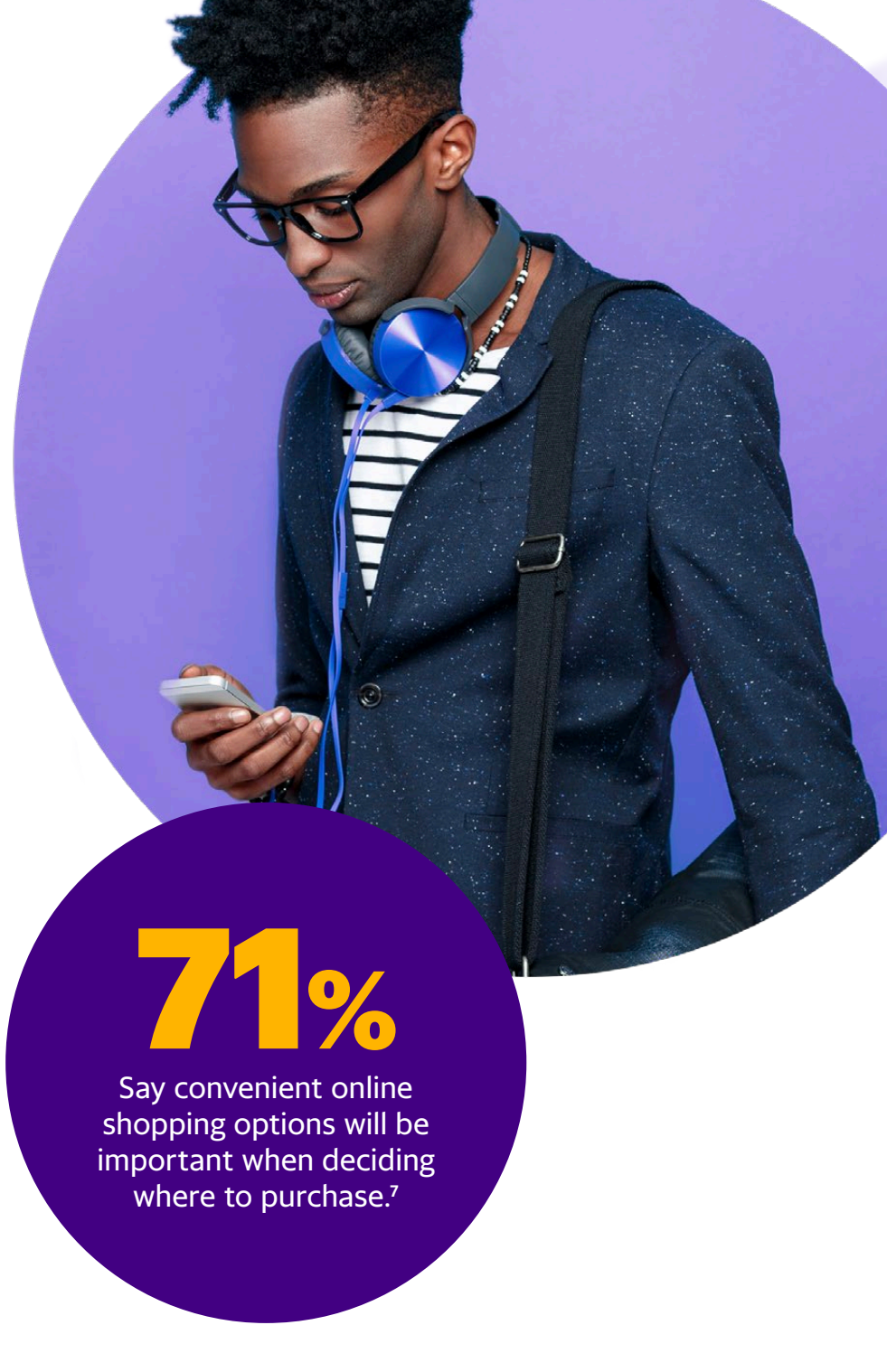
The mattress retailer Purple expanded upon their years-long native partnership with Yahoo to incorporate Dynamic Product Ads, a powerful feed-based format that is delivered through Yahoo's exclusive native marketplace. Purple's DPA efforts resulted in **ROAS 44% above their target benchmark**—delivering meaningful, incremental conversions beyond other campaigns such as social.⁵

Tip #2 Provide utility and be helpful.

Integrate into brand-safe experiences where people are leaned in with intention.

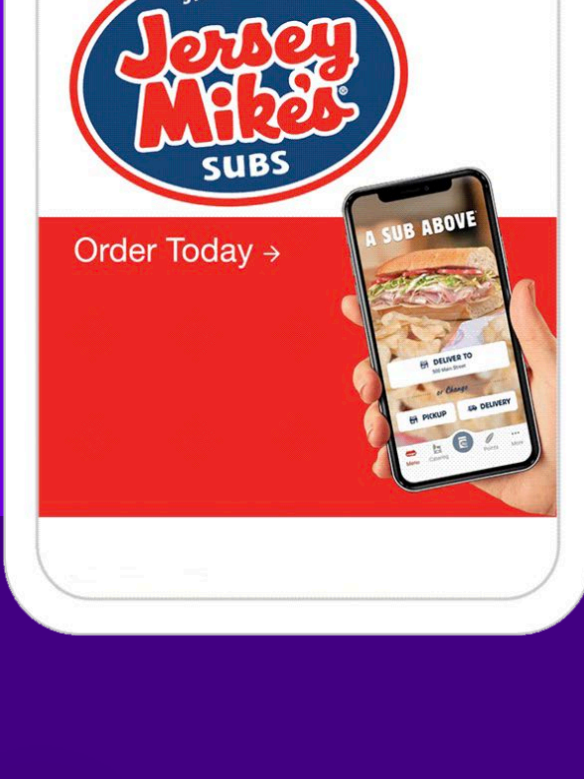
Brands must deliver experiences that are helpful and captivating along the entire path to purchase. Integrated native ads provide value and utility for shoppers through interactive, immersive, and dynamic content that's more than just an ad—it's an integral part of the digital user experience. When paired with trusted content environments, these highly targeted ads can drive better performance.

As uncertainty continues, consumers say they will rely on convenient shopping options and more budget-friendly items this year. Native ads help shoppers make decisions without being intrusive: 79% of consumers say they like to see ads that blend into the page.⁶



71%

Say convenient online shopping options will be important when deciding where to purchase.⁷



Product suggestion

Yahoo Native Ads

Publishers like Yahoo can offer high-context environments and rich native experiences powered by fully consented first-party data.

Quality awareness

80%

Lift in unaided brand awareness with native ads versus standard banner ads.⁸

Engaged audience

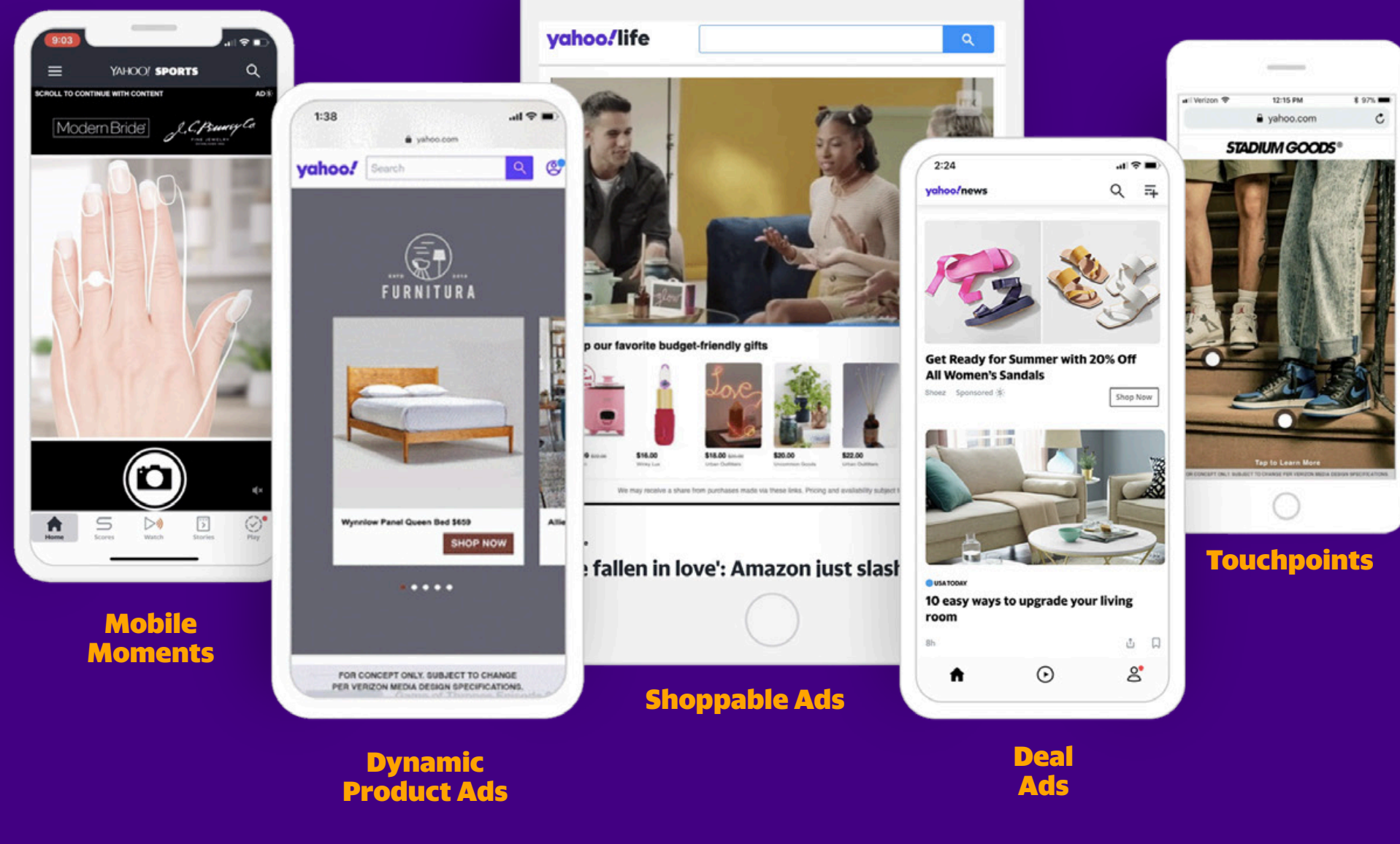
30%

Higher engagement with carousel ads versus static banner ads.⁹

Increased revenue

6X

ROAS increase with native video ads versus standard pre-roll.¹⁰



Tip #3 Surprise and delight.

Media consumption is at an all-time high, with an overwhelming volume of content for consumers to choose from.

In order to break through, brands and publishers must create native experiences that compel audiences to explore more, and that means showing them things they've never seen before.

In a world where brands can't solely rely on in-store experiences, augmented reality (AR) and virtual reality (VR) can help close the gap with consumers who want to reach out and "touch" something. Interactive storytelling is a proven way to get your audience to stop in their digital scrolling tracks and engage with your message. Think about completely diving into another world, or peeking through a window to see what's happening on the other side. We're talking about AR and VR activations, next-level video that takes you deeper into stories, and 3D content that comes to life in an engaging way.

These new realities make a difference for your brand: 61% of people say experiences are just as important as a company's products.¹¹

Give your customers a greater experience by letting them interact with your story in a whole new way through AR. 60% of consumers said innovative AR ad formats led them to like a brand more.¹²



52%

Seek out content that utilizes innovative technologies (interactive content, podcasts, AR, VR, etc.).¹³

68%

Of consumers say they notice when brands use innovative tech to tell stories through content.¹⁴

67%

Of consumers are more likely to recall the brand sponsoring content with innovative tech.¹⁵

We're expanding **Yahoo Immersive** as an end-to-end suite for the creation, distribution, and monetization of content. These tools reduce barriers to entry for 3D in advertising and e-commerce to radically transform your campaigns. They are available across our properties and platforms, including our DSP.

AR formats produce:

2.4X

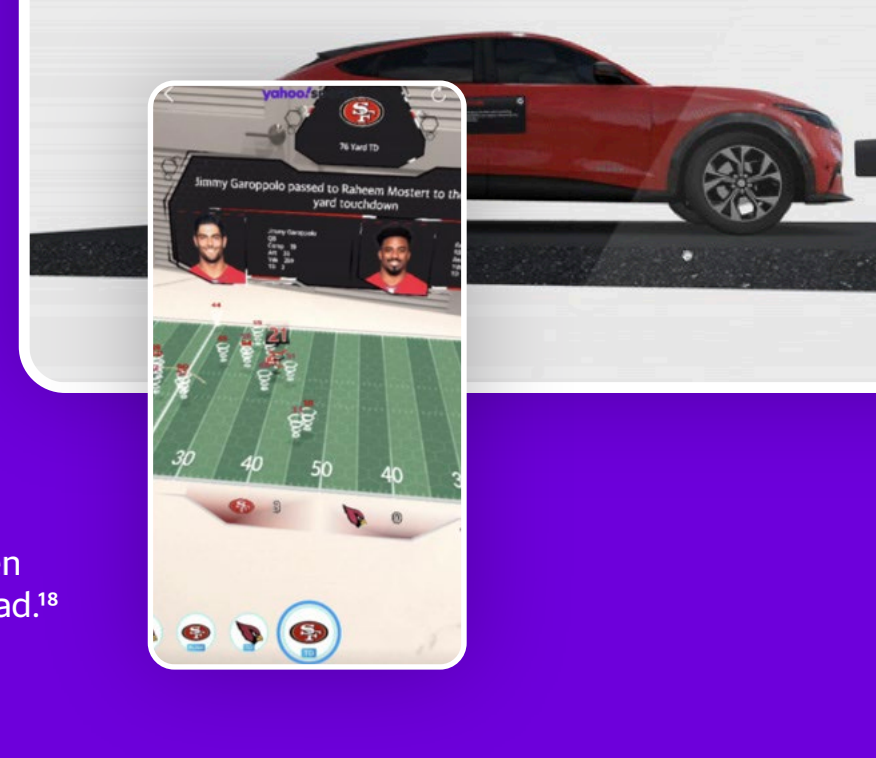
Higher interaction rate than traditional display ads.¹⁶

1.6X

Higher interaction clickthrough rates.¹⁷

16%

Increased sales when AR is present in an ad.¹⁸



Tip #4 Make your creative unmissable.

Improve native ad performance with high-quality, personalized visuals.

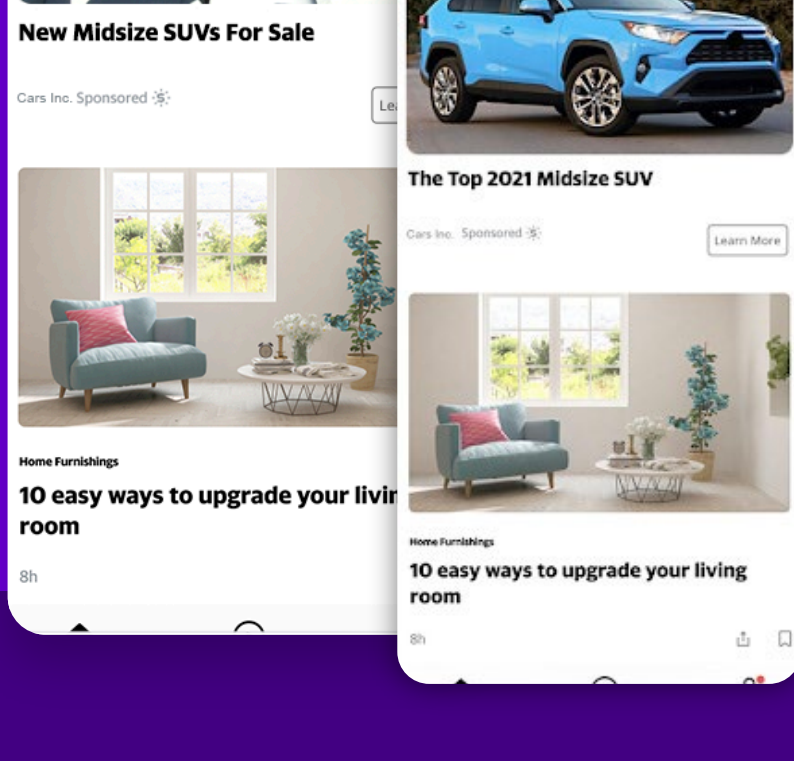
With 73% of consumers tuning out ads that are low quality or look like clickbait, we know quality creative matters. High-quality visuals catch people's attention, and they don't want to interact with low-quality ads even if they're relevant. In fact, the majority of consumers notice the visual quality of an ad before they notice the content or the brand.

By pairing quality ads with dynamic creative that responds to individual tastes, marketers are able to boost and shorten their revenue pipeline.

Optimizing your creative makes it more powerful. It takes the guesswork out of implementation, allowing you to make sure you're serving the best-performing version of your ad.

Work with a partner that optimizes for better performance. Yahoo provides creative end-to-end solutions for clients who want innovative, custom and highly engaging ad executions across all of our brands, publishers, and exchanges. Do it all with the convenience of Yahoo's DSP.

26% More likely to trust content from premium publishers vs. user generated content.¹⁹



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In a campaign with a major auto dealer, Yahoo's dynamic creative solution served over 20 creative variations and optimized CTR via multivariate testing. This resulted in **45% higher CTR and 12% lower CPC**.²¹

Find the right partner.

Work with a partner that allows you to easily buy immersive, personalized and innovative brand experiences powered by a near-identity graph of 500M global profiles. With new partnerships, such as Shopify for small businesses, branded storefronts with our MikMak integration, and native ad placements across our trusted content sites, we can help you capture attention, build trust, and meet consumers wherever they are.

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Contact us to get the conversation started.

¹⁶ Yahoo, Omnibus Study, September 2020.

¹⁷ The Verge, E-COMMERCE AT THE EDGE, December 2021.

¹⁸ Yahoo, Omnibus Study, October 2020.

¹⁹ Yahoo, internal data, 2018.

²⁰ Yahoo, Immersive Content Formats, April 2020.

²¹ Yahoo, Omnibus Study, April 2020.

²² Yahoo, internal data, June 2020.