

Better ad experiences Better results

Native Ads by Yahoo gives brands the ability to transform your existing assets into thousands of ad experiences - perfectly adapted to match what people want in specific moments of intention.

Quality reach across all screens

Align your brand with premium content and ad formats on Yahoo Preferred Network which includes O&O, Microsoft News, & more.

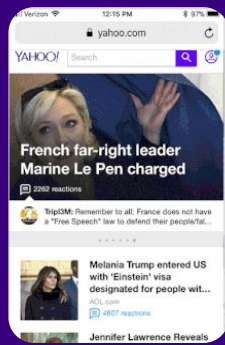
Data that unlocks performance

Reach valuable audiences with relevant, personalized content using our powerful cross-screen data and robust targeting.

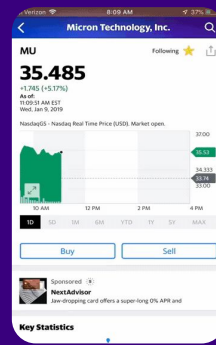
Experiences that drive consideration

Extend your brand experience into advertising touchpoints with native formats that allow consumers to do more directly within the ad.

Native experiences built around customer value & utility



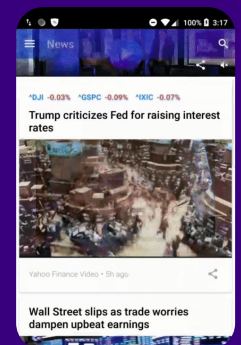
Shop



Play



Explore



Experience

Better results

4x lift

in brand awareness using our Moments format

11x CTR

Native display vs. traditional banners

6x ROAS

for native video vs pre-roll

yahoo!

How to buy in the DSP

Yahoo Preferred Network

Tap into the power of our suite of advanced native formats & features built for performance, plus our exclusive inventory

Third-party Native ads

Scale reach with native ads bought via Open Exchange Native and Private Marketplace bought across leading SSPs.

Yahoo ConnectID (US)

Identity at scale, with direct consumer relationships and consent-based data at its core.

Prepare today for a cookieless future.

Our integrated approach to sustainable identity starts with Yahoo ConnectID, our new unified ID solution, powered by Yahoo's consent-based, first-party data, diverse ID graph and full stack DSP & SSP ad platform.

A multi-pronged, consent-based approach.

1. Persistent identity

Our identity graph synthesizes a significant amount of opt-in, compliant 1st, 2nd, and 3rd party data to build comprehensive user profiles.

2. Next-Gen Solutions

Advanced contextual targeting beyond content at scale. We leverage Yahoo data machine learning and real-time signals to infer audience characteristics in a privacy-preserving manner.

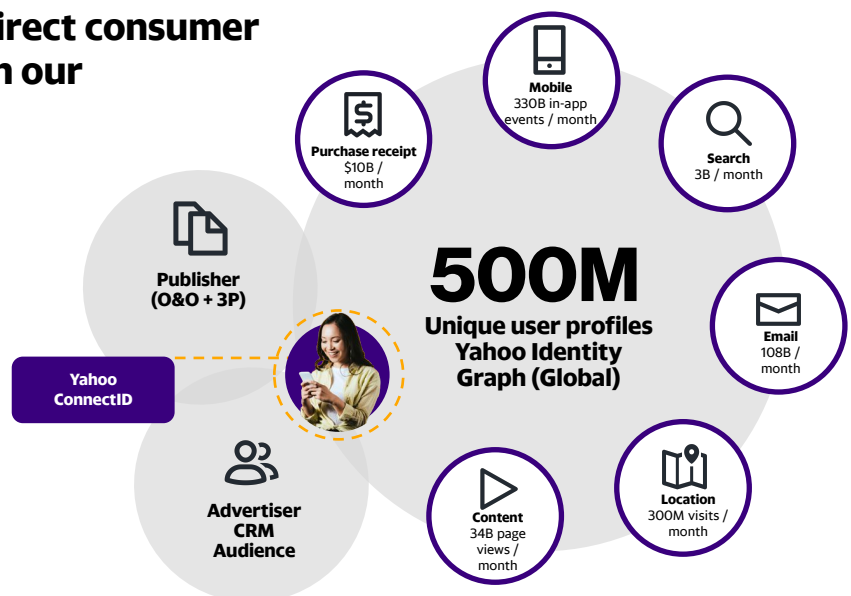
3. Partnerships

We collaborate with industry partners to develop privacy-friendly solutions for adoption at scale.

Yahoo ConnectID is built on the direct consumer relationships that already exist in our ecosystem. **No cookies required.**

#2* Digital media company, second only to Google

80B Cross-screen data signals per day



Get started today.
Contact your Yahoo representative to learn more.

*Comscore data (+MSN Partnership)
Data sources: Verizon Media internal data, July 2021