

Yahoo7 launches Native Ads

Sydney, 23 February 2015: Yahoo7 has today announced the launch of its Native Ad in-feed advertising platform, following a successful beta phase, with over 200 Australian brands already on board including Woolworths, Microsoft Devices Group, TFE and many more.

Yahoo7 Native Ads deliver engaging advertising content, in line with the natural form and function of the user experience, across Yahoo7 and Yahoo! global properties. Marketers provide a simple set of creative assets, often similar to their paid social and search, with Native Ads technology able to automate the visual design. The ads are then seamlessly served to the user in a non-intrusive way across desktop, mobile and tablet devices.

Yahoo7's personalisation algorithm optimises real-time ad delivery based on users' daily habits and engagement, ensuring Native Ads reach the most relevant audiences. Advertisers can buy Native Ads on a dynamic cost-per-click model, offering simple and scalable results for performance and content marketing campaigns.

Ben Green, Sales Director – Programmatic, Audience and Native Ads, Yahoo7 said, "We are excited to officially launch Native Ads, providing a simple yet highly effective way for brands to amplify their content and drive performance.

"We have been getting great feedback so far from our advertisers who are often seeing results outperform other biddable media channels, including paid search and social. For example, one major FMCG brand found Yahoo7 Native Ads were 307 per cent more efficient in amplifying content compared to traditional display ads."

While Native Ads prove very effective when used alone, they can be combined with Yahoo7's other advertising solutions to create powerful results.

Ben continues, "We have seen one of our leading credit card brands reduce their cost-per-click by 45 per cent when combining Yahoo7 Native Ads with Yahoo7 Audience Ads* within their brand campaign, while a leading European car manufacturer saw a 383 per cent uplift in engagement rates by employing the same strategy."



Dan Kalinski, National Managing Director, iProspect said, "As a global leader in digital performance, iProspect strives to deliver new and innovative strategies to meet our clients needs.

"iProspect has worked closely with Yahoo7 since the launch of Native Ads and, through this partnership, our clients have seen amazing results with uplifts in ROI and engagement across highly competitive channels such as Travel, Performance Display and Technology when compared to other performance channels such as paid search and social. We look forward to testing the exciting new formats and targeting features Yahoo7's Native platform has to offer this year."

Yahoo7's Native Ad offering launches with more than 200 Australian brands already on board including Woolworths, Microsoft Devices Group, TFE and many more. Native Ads run across the Yahoo7 network including Yahoo Homepage, Finance, Weather, Mail, Tumblr and Yahoo global sites.

Yahoo7 also plans to roll out new product features in the coming months providing self-service access, as well as adding new behavioural targeting capabilities and rich media formats.

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* Yahoo7 Audience Ads combine market leading technology and human expertise delivering the best data buy whether it's managed or programmatic, guaranteed or non-guaranteed

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About Yahoo7

Yahoo7 (yahoo7.com.au) is one of the most comprehensive and engaging online destinations for Australian consumers and advertisers. Formed as a 50-50 partnership between the Seven West Media Group (ASX: SWM) and Yahoo Inc. (Nasdaq: YHOO), Yahoo7 brings together the successful Australian internet business, Yahoo! Australia & NZ, and the online assets and television and magazine content of the Seven Network, one of Australia's leading media companies. The company also combines the strengths of Yahoo! search and communications capabilities and its global internet network, with Seven's rich media and entertainment content and marketing capabilities.