



Native Stories

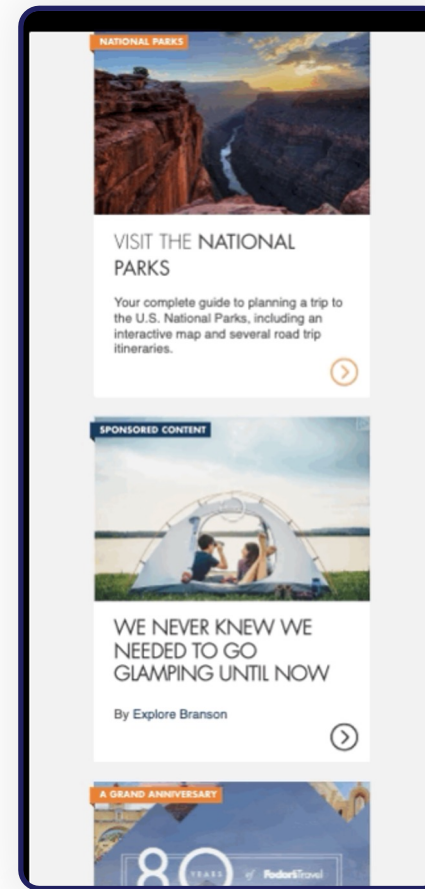
Stories captures attention & encourages engagement

Stories is a mobile-only, high impact content-based format that inspires engagement and emotion with an immersive and highly visual experience designed for today's mobile user. Scales content outside of social media with the ability to use existing stories (Instagram, Tik Tok, etc) assets with superior control over brand safety and contextual relevance

BENEFITS

- High impact visual content
- Higher engagement and qualified site traffic
- Increase brand consideration

Source: NTV Data Jan-Oct 2021 vs. Hootsuite



1.5x

Higher site traffic than Instagram In-App

Use Cases

- New product launches
- Engage younger audiences
- Time-sensitive offers & announcements
- Repurpose existing social content
- Showcase visual-first content

[View demo](#)



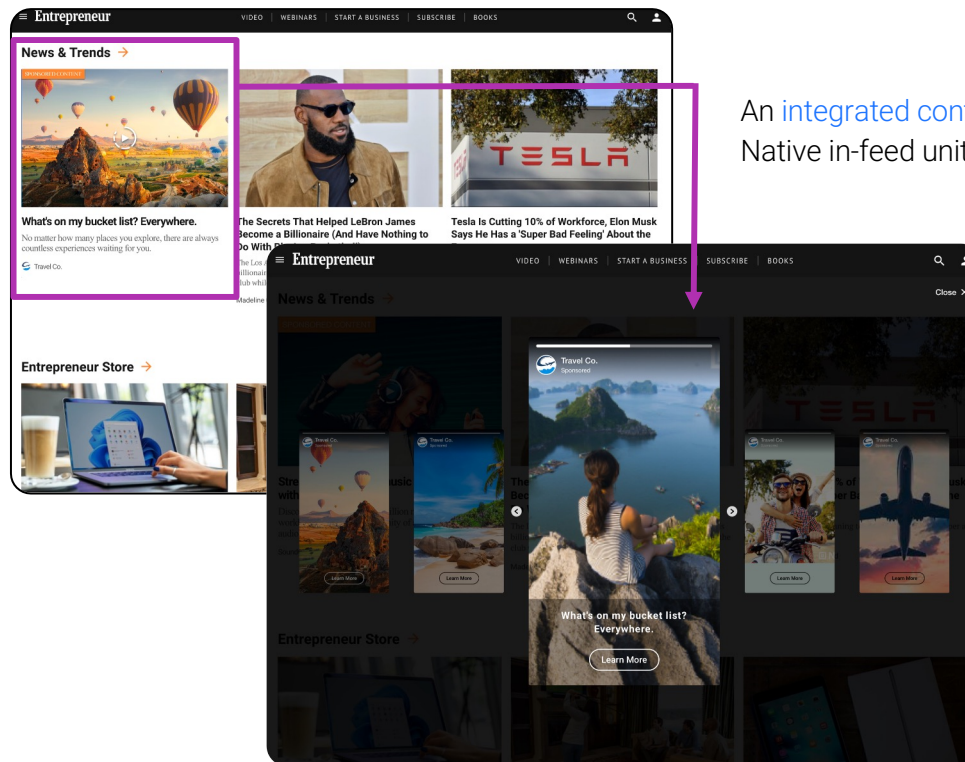
Stories on Desktop

Distribute brand's social content to larger quality audiences in familiar formats

Through an in-feed unit that expands into a full screen story without leaving your desktop

This high impact content-based format (vertical or horizontal) will showcase content through an immersive and highly visual experience

Stories on desktop will tap into the mindset of users who want to learn visually, quickly and with ease to deliver premium content to target audiences



An **integrated content experience** from Native in-feed unit to content landing page

Customizable Call-to-action elements to drive consumers to further education, consideration & action

Scales content outside of social media with the ability to use existing stories (Instagram, Tik Tok, etc) assets with superior control over brand safety and contextual relevance



Best Practices and Use Cases to Drive Performance with Stories

- Communicate with visual 100% SOV content experiences
- Use existing image and video resources with compelling language an extend social media programs
- Leverage for brands that require more visual reader experiences than text (e.g. CPG versus B2B), and short-form versus long-form
- Use for introducing new consumer product launches (great for tech, retail, CPG and entertainment)
- Tourism brands can use to showcase locations, hotels, experiences
- Finance brands can use to deliver tips and tricks or show interview clips
- Automotive brands can use to showcase models and lifestyle



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sales@nativo.com | nativo.com