

# Native Advertising Checklist for Lead Generation

Are native ads the right choice for your business? Find it out thanks to this checklist.

In contrast to other types of advertising such as Facebook ads or Google Ads, there is usually no targeting with native advertising. Which is why, a set of criteria should be met so that Taboola, Outbrain & Co. can function successfully for your shop in the long term.

- ✓ **Finance:** Loans, Credit Cards, Pledges, Investments
- ✓ **Insurance:** Medicare, HMOs, Tech Savvy
- ✓ **Real Estate:** Investment Properties, Apartments, Properties, Homes
- ✓ **Travelling:** Elaborate trips with high customer value
- ✓ **Education:** Personal, Business, Make Money Opportunities
- ✓ **Craftsman:** Painters, Floorers, Bricklayers
- ✓ **All around the house:** Solar Roof, Kitchens, Smart Home

Your service should cover at least 3 of the 5 criteria of the PurpleBlack Service Index.

- ✓ **Broad Approach:** The service should be of fundamental interest to a large part of the population.
- ✓ **Valuable:** The service improves self-confidence or makes everyday life easier.
- ✓ **Problem Solver:** At least one relevant problem is solved with the service.
- ✓ **Saving:** Time and money are saved, or the service is the shortcut for reaching a goal.
- ✓ **Easy to Explain:** The advantage must be easy to explain and therefore immediately understandable.



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PurpleBlack is a native advertising agency, endorsed by Forbes Agency Council, facilitating the growth of front-runner companies.

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