

Native Advertising Checklist for E-Commerce

Are native ads the right choice for your online-shop? 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.

- ✓ **Everything around the house** (kitchen aids, equipment, things for the garden, furniture...)
- ✓ **Fashion:** Unique looks, useful maternity wear
- ✓ **Health** (dietary supplements, special support stockings, oils such as CBD, sports products, skin care products, insoles...)
- ✓ **Gifts** (jewelry, experiences...)
- ✓ **Baby & Pet Products** (clothes, personalized feeding bowls...)

The product should cover at least 3 of the 5 criteria of the PurpleBlack Product Index.

- ✓ **Broad Approach:** The product should be of fundamental interest to a large part of the population.
- ✓ **Valuable:** The product improves self-confidence or makes everyday life easier.
- ✓ **Problem Solver:** At least one relevant problem is solved with the product.
- ✓ **Saving:** Time and money are saved, or the product 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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