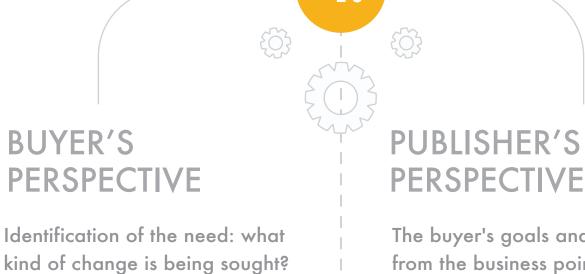
NATIVE ADVERTISING production process recommendation

Buyer and publisher perspectives



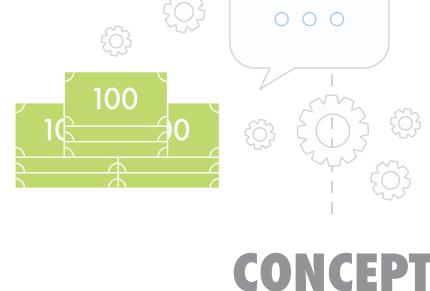
BRIEF



Defining the goal of co-operation, campaign period and

budget. The role and effect of other

buyer's actions on co-operation.



The buyer's goals and challenges from the business point of view. Defining the co-operation goals,

campaign period and budget.



0 0 0



The publisher delivers a brief based proposal within the given schedule. A multichannel strategy

supports reaching the native campaign goals. 000

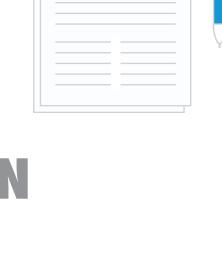
Define timetable, KPI's, traffic building and responsibilities.

How do we reach the set goals?











BUYER'S

BUYER'S

production.

BUYER'S

PERSPECTIVE

Receiving the progress report,

and remarks from the remaining

0 0 0

possible additional questions

campaign period perspective

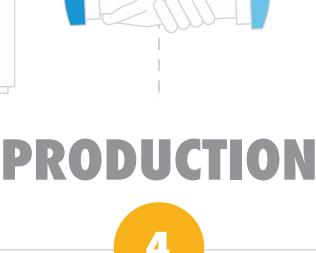
together with the publisher.

PERSPECTIVE

Approval of the finished

materials. Possible modifications

PERSPECTIVE

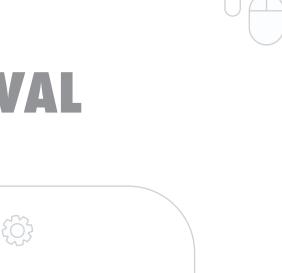




PUBLISHER'S

Production of materials Content production according according to the agreement. to the accepted proposal Answering potential questions (=contract) and the production / delivering materials within the plan. Technical testing prior to agreed schedule and form. publishing.





PERSPECTIVE

and final approval of the materials.



PUBLISHER'S

PERSPECTIVE



PROGRESS REPORT



Campaign summary with agreed KPI's, publisher's remarks and analysis. Agreement on possible further marketing and other

PERSPECTIVE

BUYER'S

actions.

and other actions.

PUBLISHER'S

PERSPECTIVE

Campaign summary, publisher's

on possible further marketing

remarks and analysis. Agreement

PERSPECTIVE

with agreed KPI's.

At least one progress report

iab.fi

SOURCES

IAB Finland Native advertising task force

advertising guide 5/2017

IAB Finland Native

DESIGNED BY:





Muutoksen tekijöille.