Native Offer Feed

Understand how a native offer feed can help boost
your audience's engagement and ROI

Native Advertising

Native advertising is one of the most effective forms of advertising. Native ads match your app's natural feel and appearance to fit seamlessly inside the user's path through your app. As a result, your app's user experience will be boosted significantly. In the long run, your users will engage more deeply.

In this best practice, we explore native offer feeds: explaining what they are, who can use them and sharing some premium tips on how to make the most of them.

Native Offer Feed

What is a native offer feed?

You can think of a native offer feed like a native offerwall, which doesn't need to be opened by your users but rather displays offers within your app conveniently and seamlessly.

Who can use native offer feeds?

All apps that are successfully incorporating an offerwall in their business model will benefit from native offer feeds. However, native offer feeds are especially useful for apps in the gaming, communication, dating and gambling verticals.

How to max out the potential of native offer feeds?

To find the optimal placement for each ad format, use A/B testing. Employing multiple native offer feeds at strategic times and spots in your app will drive user engagement through the roof.

Examples of Native Offer Feeds

Gaming

Most developers put their Offerwalls inside their app's store section, which is where users who regularly make in-app purchases head when they want to buy currency.

This is a decent start, as you're monetizing the users who are specifically willing to spend money in your app. However, this won't catch the attention of users who never make IAPs and therefore have little reason to visit the store.

Exactly for this reason, it's crucial for developers to have multiple placements for all of their rewarded ad formats, including a native offer feed. In many cases, native offer feeds are employed on the app's home page.

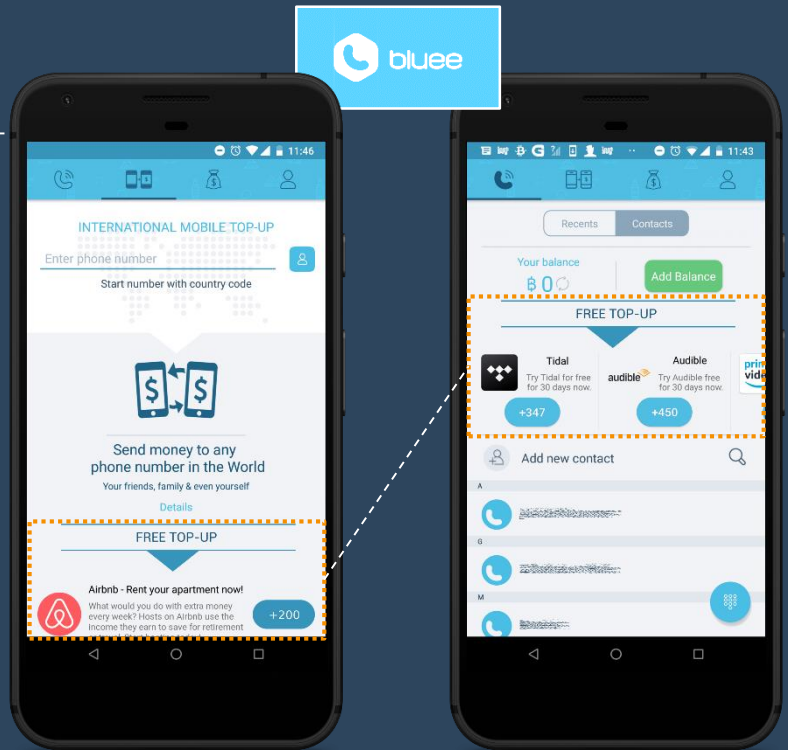The examples of native offer feeds are highlighted by borders in the screenshots on the right.
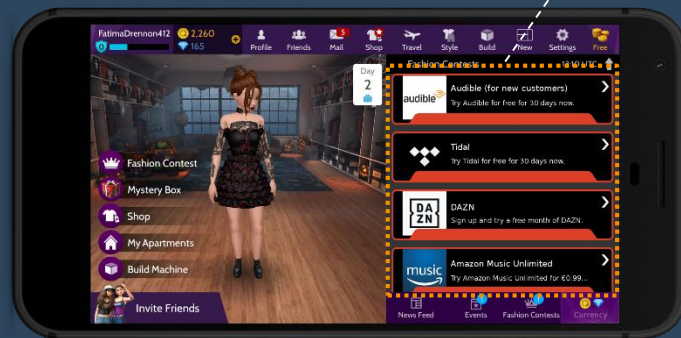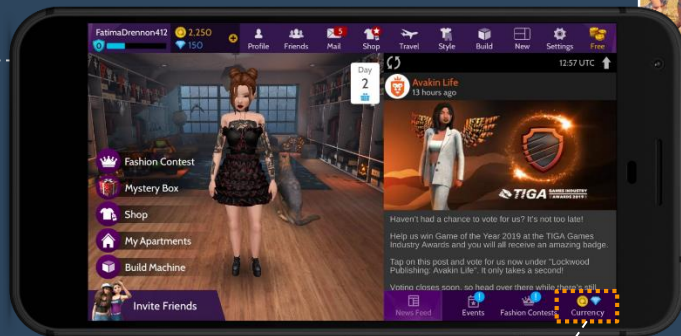
Communication

Rewarded video and Offerwalls are opt-in advertising formats, which means that users must choose to engage with the ads and offers.

Users won't engage with an ad unless they understand what's expected of them and how the reward will benefit their game experience. A well-implemented ad strategy makes this information clear to users, e.g. "earn free tickets" or "watch a video for a free mobile top-up".

HINT: In the Communication vertical, think about implementing native offer feeds in sections of the app, where users make calls and send messages.

Examples of Native Offer Feeds

Dating

It's easy to forget about the role of customer support for users when it comes to rewarded ad formats.

Offerwall users in particular are an extremely passionate and vocal subset, and you'll need to clearly communicate how they can get support should they have questions about the status of any of the offers they've completed.

HINT: In the Dating vertical, the use of Offerwalls is a highly benefitial monetization strategy. Think about using native offer feeds in multiple strategic places in your app. Does a horizontally or vertically scrollable offer feed suit your app more?
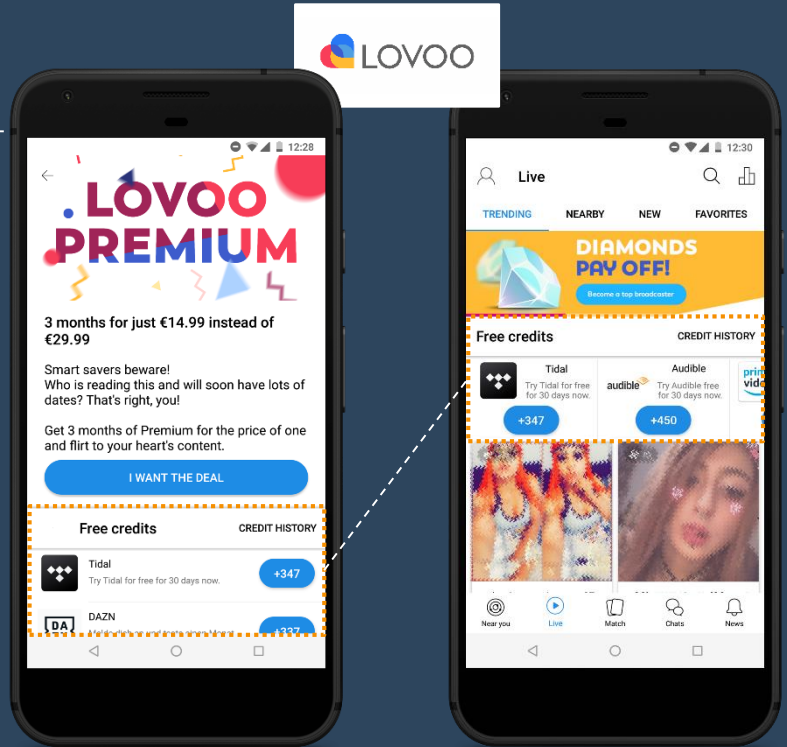
Casino

Finally, the best approach to monetize users with a native offer feed will probably differ from app to app and game to game, so use A/B testing to gain hard evidence and find the optimal placement for each ad format.

HINT: If you're a game developer, test out showing a native offer feed to your users after they failed a level and ran out of lives, money, time, etc. If you're also making use of rewarded videos in this way, make sure to scale the rewards accordingly.