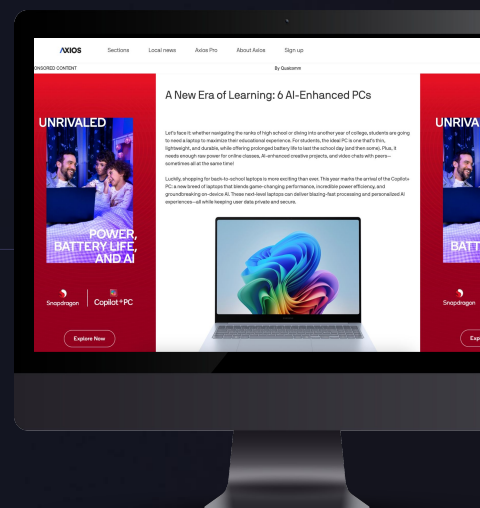




Advertising that Connects Better

Nativo bridges premium formats and programmatic efficiency to make your entire media strategy work better.



56% of shoppers start their BTS shopping in July and 85% of parents say they could be influenced to splurge more on a must-have item or brand.

Source: WSJ, RetailTouchPoints

Connecting Earlier & Aligning with Trends Drives Consumer Engagement Opportunities

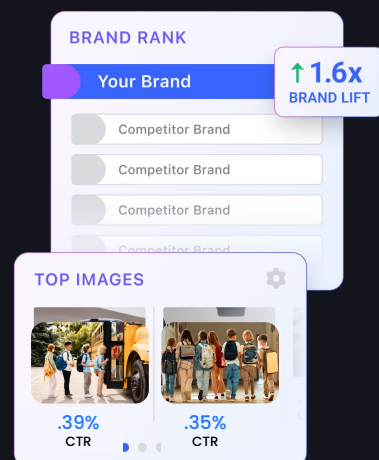
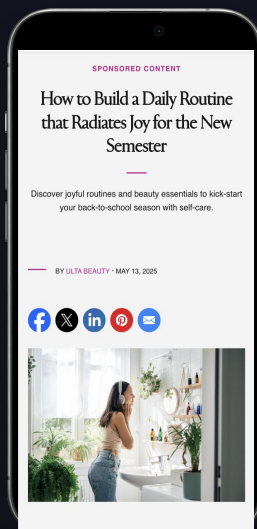
- 1 Find & expand hard to reach audiences
- 2 Engage audiences authentically with ads that feel like content
- 3 Get real-time insights to connect exposure to online or in-store purchases

Nativo Reaches:

98%
Parents

89%
Students

94%
Educators



Source: Comscore

Results worthy of a gold star

Attain case study from a 2024 Back-to-School campaign for a national retailer

\$1.3MM

Incremental Sales

\$29.30

ROAS

1,802

Net New Customers

Your Back-to-School game plan

\$150k

Format

Interactive, Vertical, Video

Targeting

Contextual, SPARC, Conquesting

Measurement

Brand Rank

\$75k

Format

Article, Display

Targeting

Contextual, SPARC

Deploy Messaging Across Topics and Sites Where Consumers are Engaging

Product Reviews

c|net

Check Lists

Parents

Lunch Inspiration

allrecipes

Budgeting

USA TODAY

Earn an **A+** on your Back-to-School activations by making **better** connections for **better** results

BTS may look a little different this year – with rising prices & shifts in federal support adding new challenges for parents & educators, brands must **position themselves as trusted partners** in easing the transition.

56%

of shoppers start their BTS shopping in July. **Kickoff your efforts in June to capture consideration before your competitors.**

42%

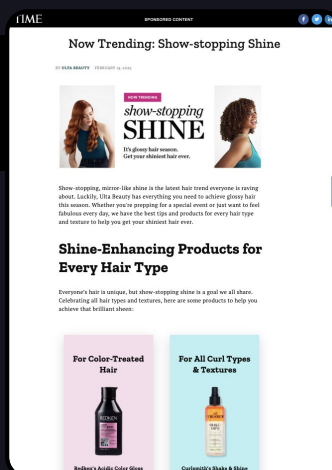
of BTS shoppers plan on increasing spend this year; with 50% sacrificing buying necessities. **Become a partner to parents, making make BTS less stressful.**

85%

of parents say they could be influenced to splurge more on a must-have item or brand. **Highlight all the reasons why your brand's product or service is worth splurging on**

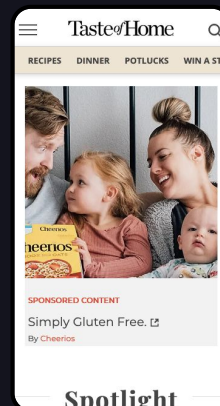
Find the right people in the right places

- Precise targeting in contextual & premium publishers at scale
- Discover new, incremental audiences using Nativo's predictive audience solution, **SPARC**



Native Article

Native Display



Spotlight

Your Back-to-School game plan

No Minimums to Get Started!

\$25k

Format

Article, Display

Targeting

Contextual, SPARC

\$10k

Format

Article, Display

Targeting

Contextual