

Vertoz Launches Native Advertising Solutions for Regional Advertising

Programmatic native advertising is said to be the best way to combat ad fatigue

Mumbai, 29 April 2019: Vertoz, a leading Programmatic Advertising Company, recently launched Native Advertising solutions in India with a special focus on regional traffic. With the launch of this new platform, Vertoz offers brands premium native advertising campaigns across a variety of regional news publishers and informative blogs in 10+ Indian languages. Vertoz's solutions come at a time when ad blindness has become a common issue, and the digital advertising industry has found that Native advertising is the perfect medium to circumvent these problems.

Native advertising is an innovative way of showcasing your brand in tandem with the content of the platform it is advertised in. This non-intrusive way of advertising blends in with the content seamlessly as per the webpage's/app's overall look and feel and does not interrupt users while they are surfing the internet. This makes native ads an attractive option for advertisers as it enables them to provide a better brand experience to their customers. Additionally, the newly launched platform will focus on the untapped market of regional languages. As per a recent KPMG report, by 2021, India is expected to have 536 million regional language internet users as opposed to 199 million for English content. Thus, Vertoz is now able to cater to rural and semi-urban audiences, which constitute 40-50% of the user base of India.

Commenting on the launch, Vertoz's Founder & CEO, Ashish Shah said, "Customers are accustomed to the deluge of digital ads. This has given rise to problems such as ad blindness and ad fatigue. Additionally, if the ad appears too frequently or is too loud, in the eyes users, it lowers the brand's appeal. Through our native advertising solutions, we aim to solve this problem for brands and provide better user experience to the audiences."

"Along with users, native ads are beneficial to both advertisers as well as publishers. Advertisers benefit from native ads as they deliver higher performance, while publishers enjoy greater control over the appearance of their websites/apps. Thus, it is a win-win for the entire ecosystem." Shah further added.

Complementing this native advertising platform, Vertoz's publisher-centric arm – PubNX will work with the regional publishers and connect them to Vertoz's pool of advertisers along with other programmatic demand. PubNX empowers publishers by enabling smarter monetisation through its industry-leading proprietary Yield Optimiser and server-side header bidding solutions.

About Vertoz:

Vertoz is a leading Programmatic Advertising Company that offers engaging and innovative advertising solutions. Their 'Ingenious Plex' platform, proprietary technology and advanced capabilities empower a global roster of top advertisers to reach the right customers, at the right moment. Vertoz ensures that the ad reaches the right audience and is targeted across websites and apps for advertisers. Vertoz's high flying traits include premium traffic quality, precise targeting, real-time tracking and detailed analytics. The company has 130+ employees in key operation centres across New York, San Francisco, London, Dubai, Mumbai, and New Delhi.

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