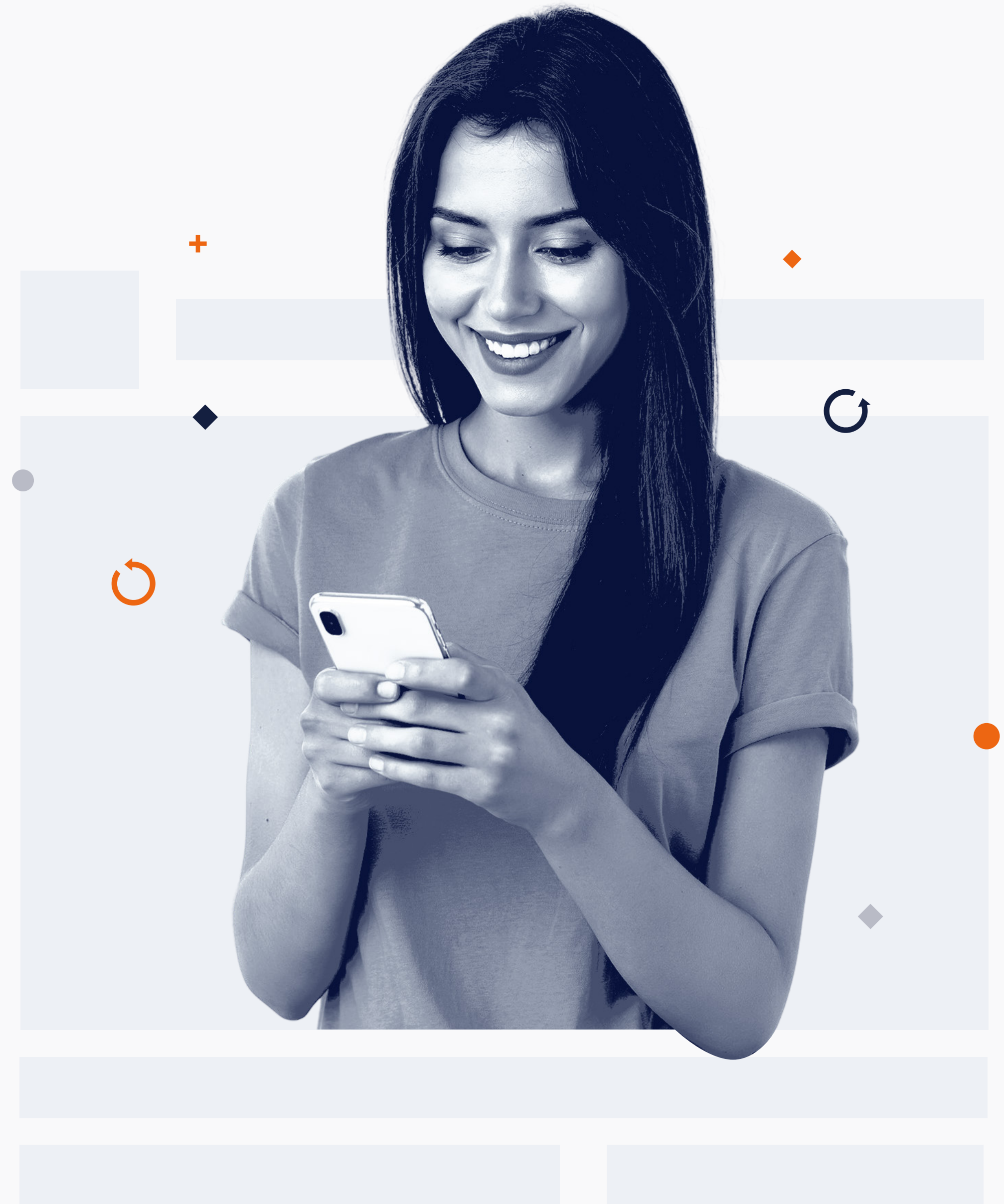




MINI GUIDE

How to Repurpose Your **Social** Campaigns For Native Ads

A simple step-by-step guide to expanding
your ROAS on the open web





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Why Before the How

With endless, ever-changing advertising formats, it can be challenging to keep up. Different specs, different platforms — all with the same expectations to build your brand.

Though, a few formats stand out from the popular crowd — the formats we *all* use across our social campaigns. But, why stop at social when there’s an opportunity to expand without much heavy lifting?

Especially with native ads, given how complementary they can be to your existing efforts.

Native Ads vs. Paid Social

(Outbrain Internal Data)

Native ads:

44% More Trustworthy

21% Higher CTRs

24% More Likely to Drive Purchases

Greater reach, further frequency, and increased conversions — why not? *Exactly.*

So, here’s a helpful breakdown to expand your social campaigns beyond the walled gardens.

The Repurpose Breakdown

When it comes down to the nuts and bolts of ad specs, *much* is similar, format to format.

So, let's break down the most widely used ad types against corresponding Outbrain native ads to show *just* how easy repurposing could be.

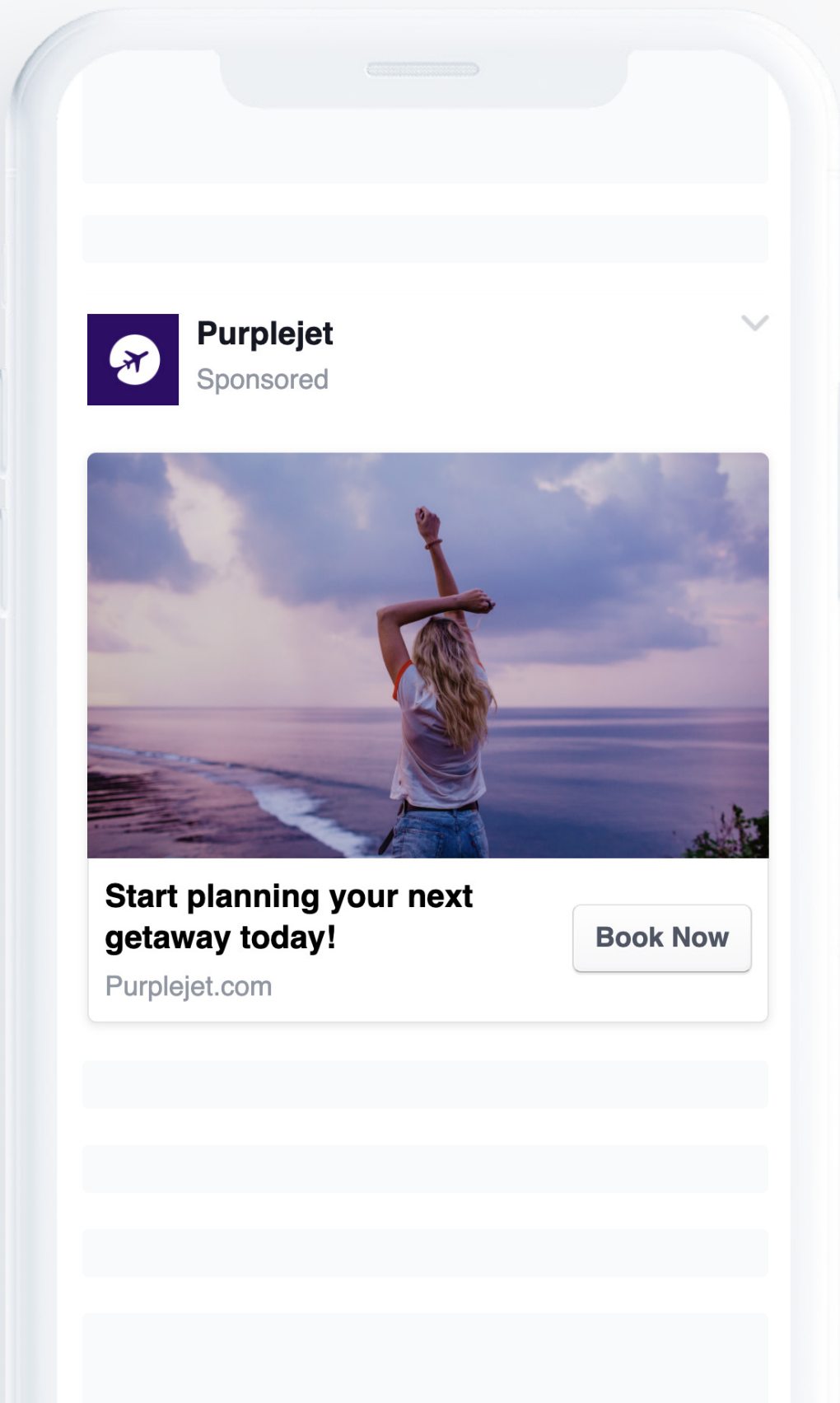


1

Facebook Image Ad vs. Outbrain Standard Smartad



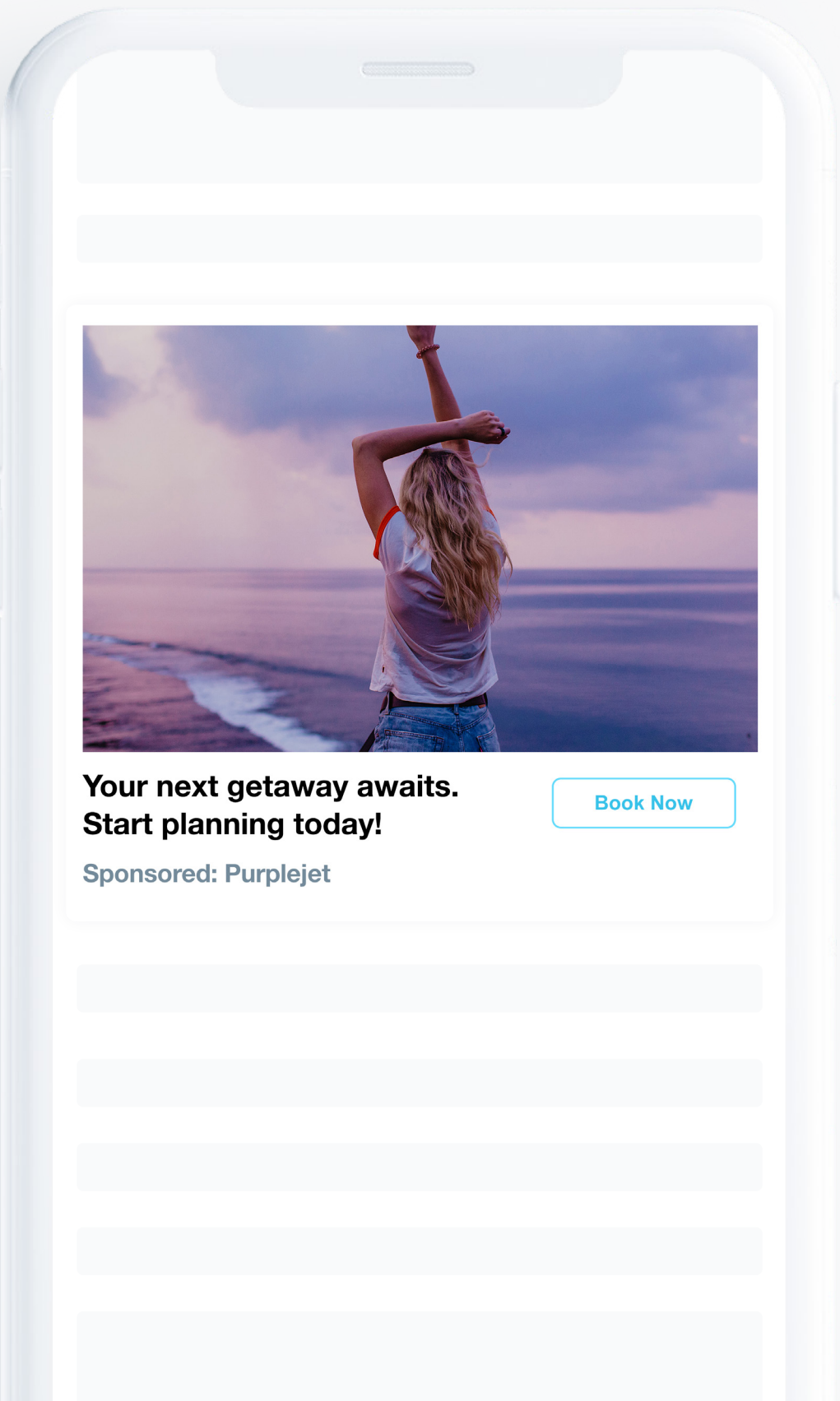
Facebook Image Ad



- File Size**
30MB
- Image**
1080px x 1080px maximum
600px x 600px minimum
- Headline**
40 character maximum
- CTA Button**
Select from predefined list



Outbrain Standard Smartad



- File Size**
1MB
- Image**
1200px x 800px recommended
600px x 400px minimum
- Headline**
100 characters maximum
70-90 characters recommended
- CTA Button**
Select from predefined list

2

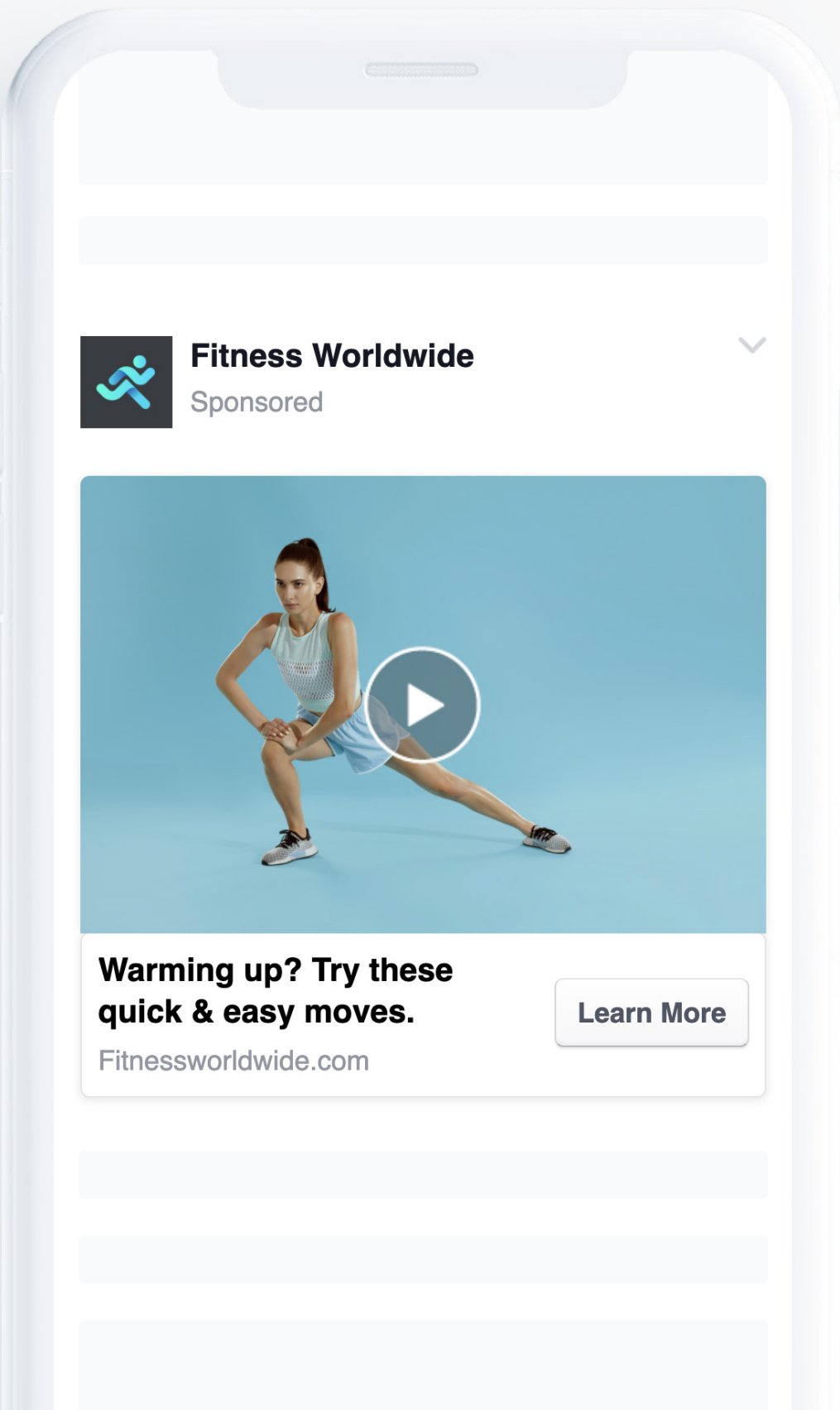
Facebook Video Ad vs. Outbrain Click-to-Watch Video Smartad



Facebook Video Ad



Outbrain Click-to-Watch Smartad



File Type
MP4, MOV, GIF

Ratio
4:5

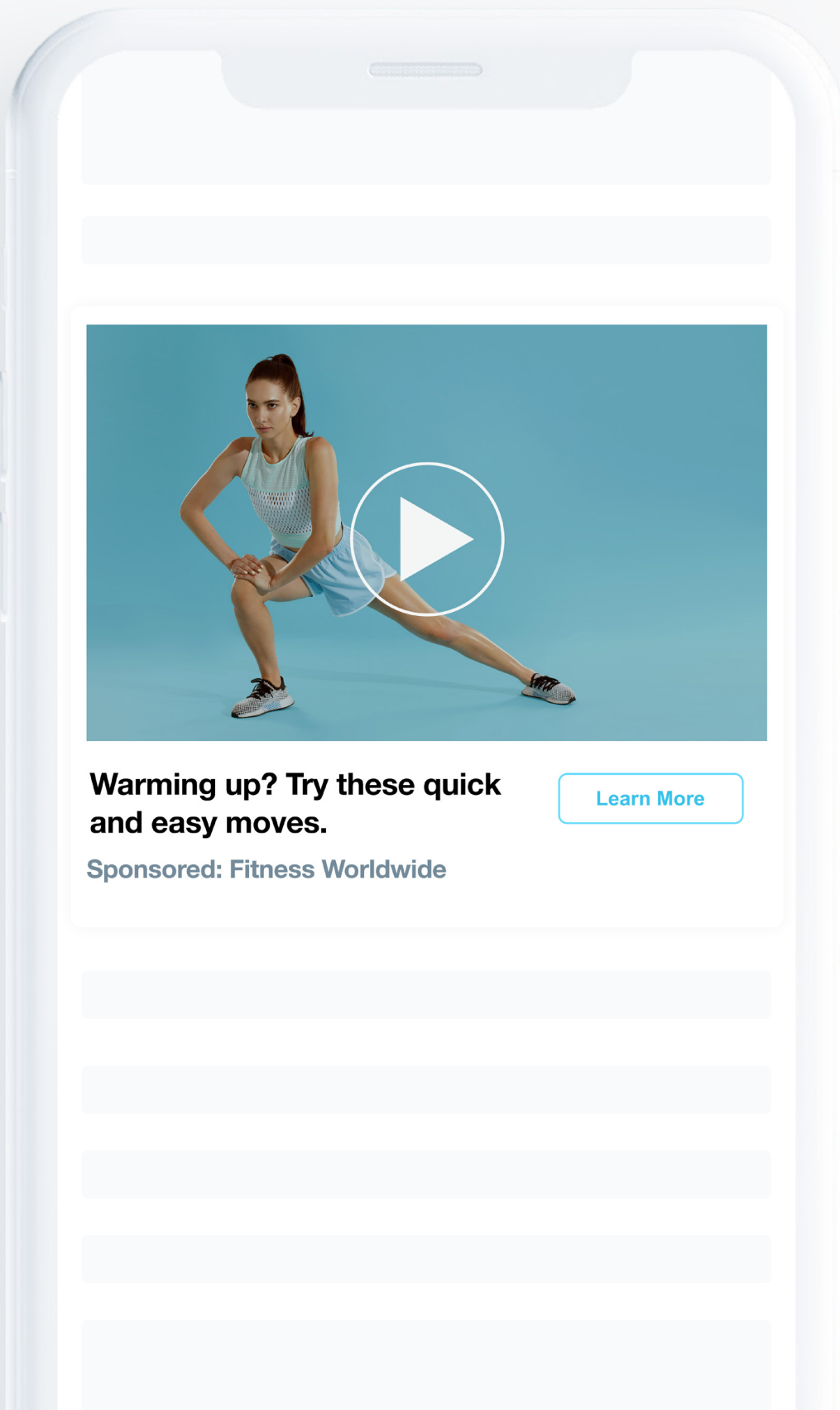
Video Length
241 minute maximum
1 second minimum

Thumbnail Image
Not required

Headline
40 character maximum

Background Image
Not required

CTA Button
Select from predefined list



File Type
MP4, MOV/VAST, VPAID

Ratio
16:9

Video Length
600 second maximum
6 second minimum
30-120 second recommended

Thumbnail Image*
400 x 260 minimum
800 x 520 recommended
2.5 MB max. PNG or JPEG

Headline
60 character maximum
40 characters or less recommended

Background Image*
16:9 aspect ratio
1920 x 1080 minimum
1 MB maximum

CTA Button
Custom, Supported via VAST

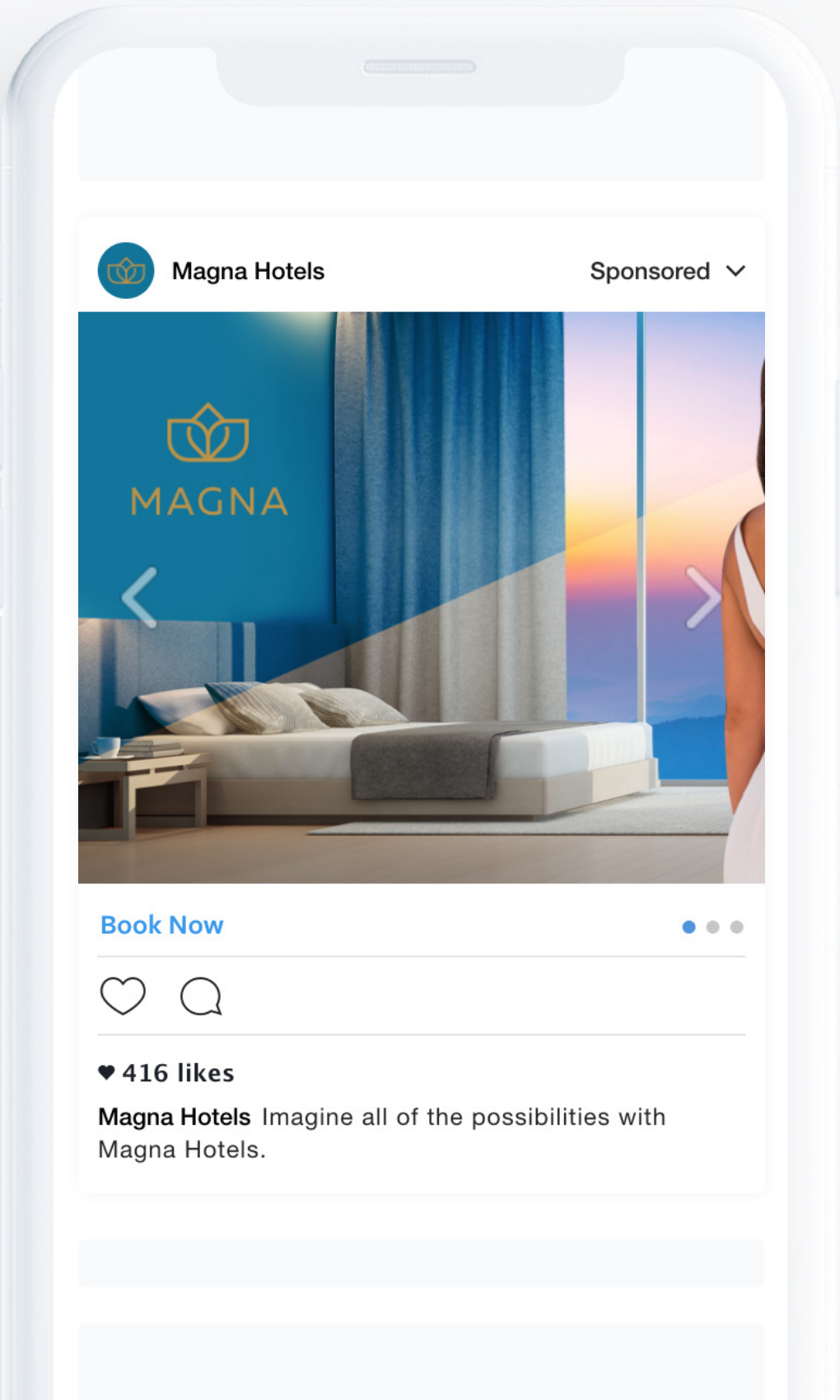
*Additional Branding Option

3

Instagram Carousel Ad vs. Outbrain Carousel Smartad



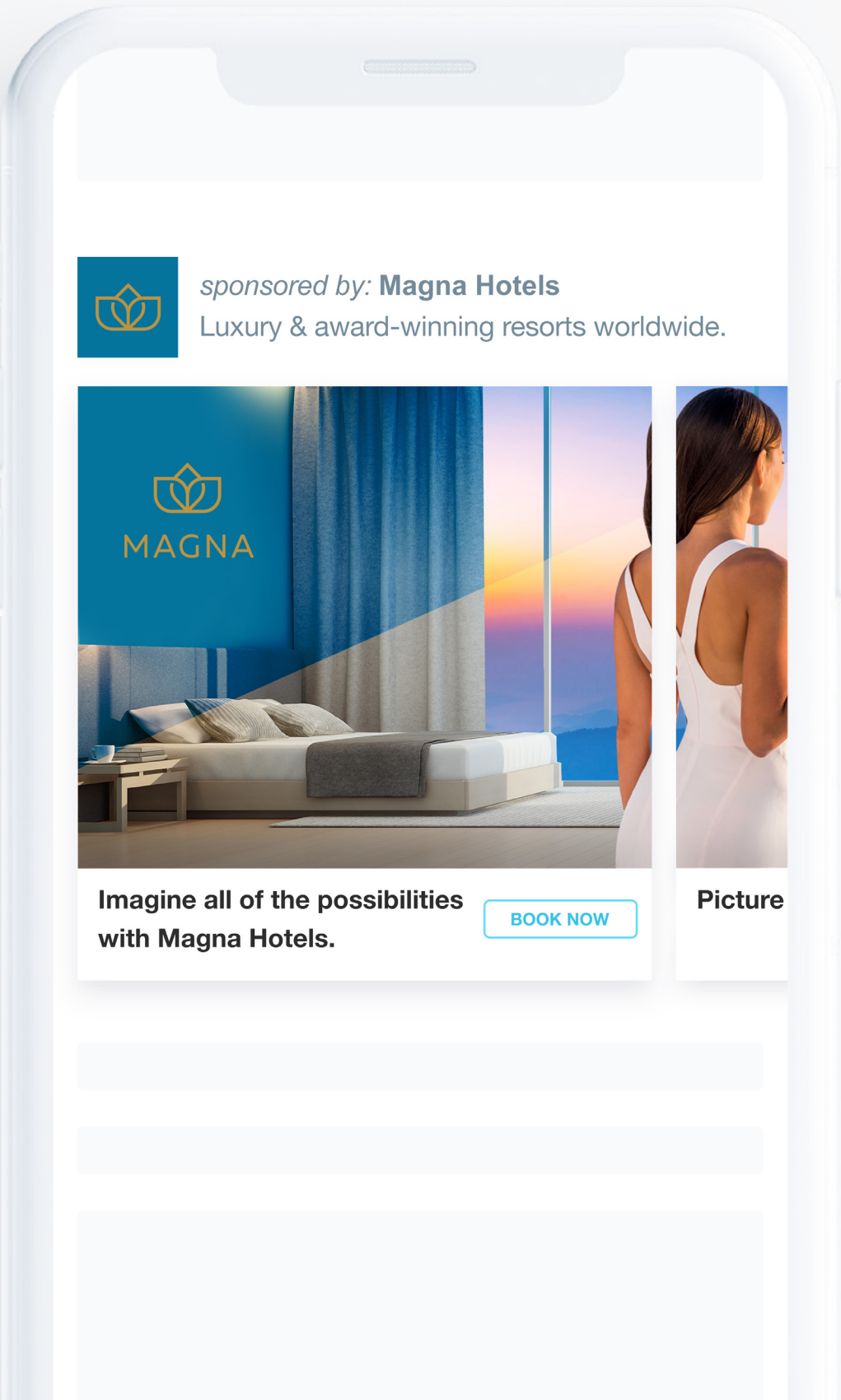
Instagram Carousel Ad



- File Type**
JPG, PNG, MP4,
MOV, GIF
- File Size**
30MB image maximum
4GB video maximum
- Cards**
2 to 10
- Image**
1080px x 1080px max
600px x 600px min
- Headline**
125 character maximum
30 hashtag maximum
- CTA Button**
Select from predefined list



Outbrain Carousel Smartad



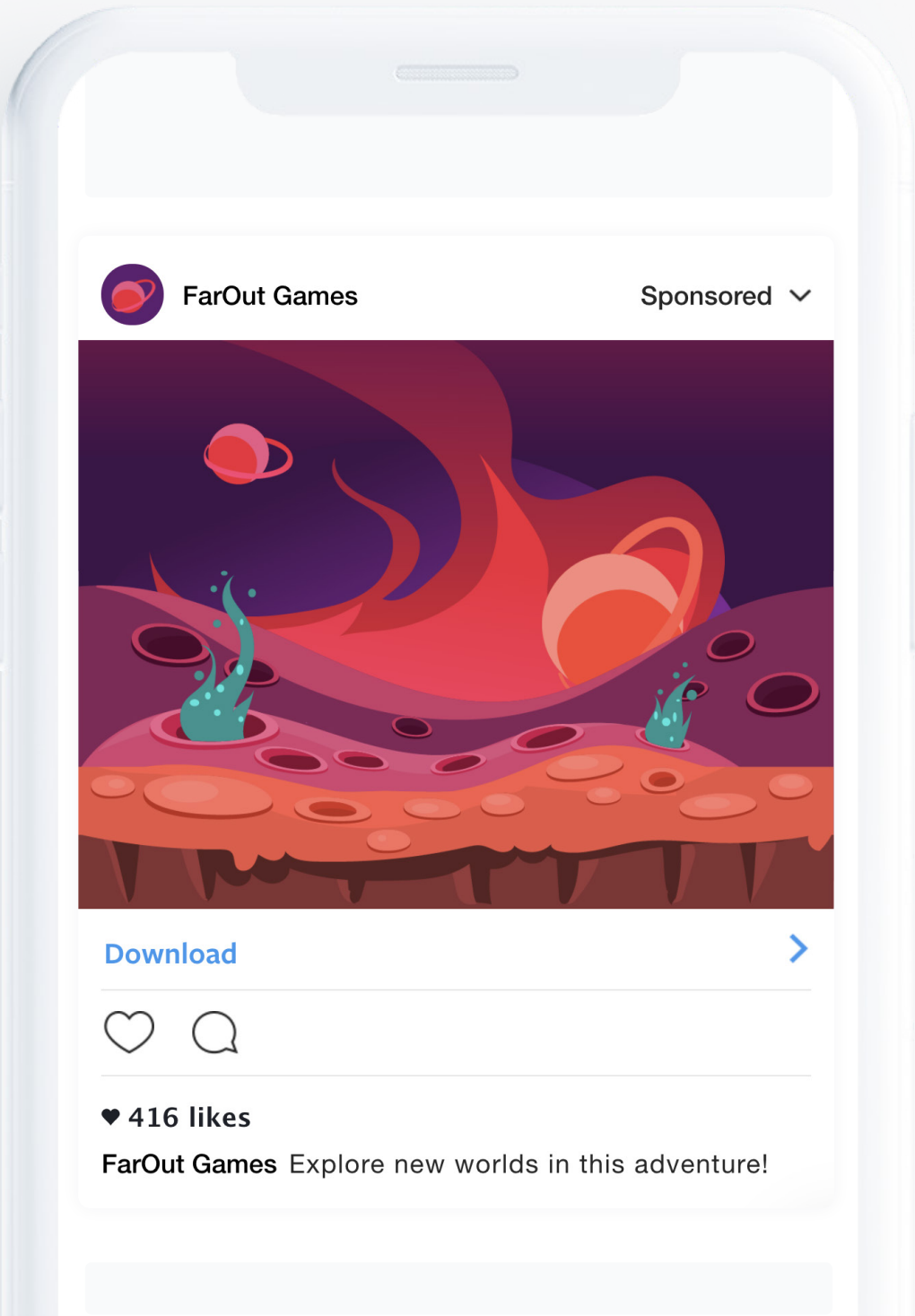
- File Type**
JPG, PNG, GIF
- File Size**
14MB maximum
- Cards**
2 to 10
- Image**
1200px x 1200px maximum
- Headline**
100 characters maximum
70-90 characters
recommended
- CTA Button**
Select from predefined list

4

Instagram Photo Ad vs. Outbrain App Install Smartad



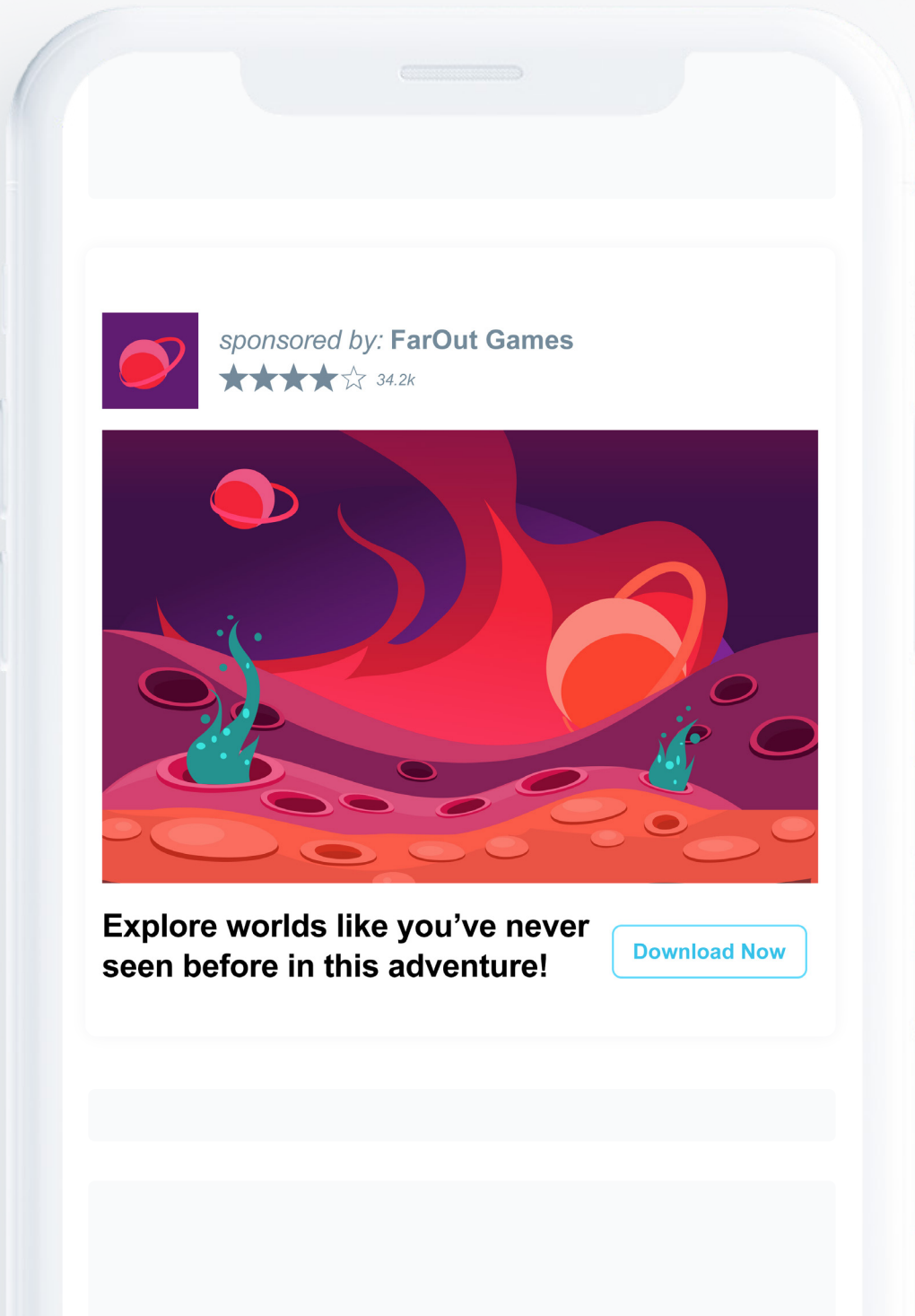
Instagram Photo Ad



- File Type**
JPG, PNG
- File Size**
30MB image maximum
4GB video maximum
- Image**
1080px x 1080px maximum
500px x 500px minimum
- Headline**
40 character maximum



Outbrain App Install Smartad



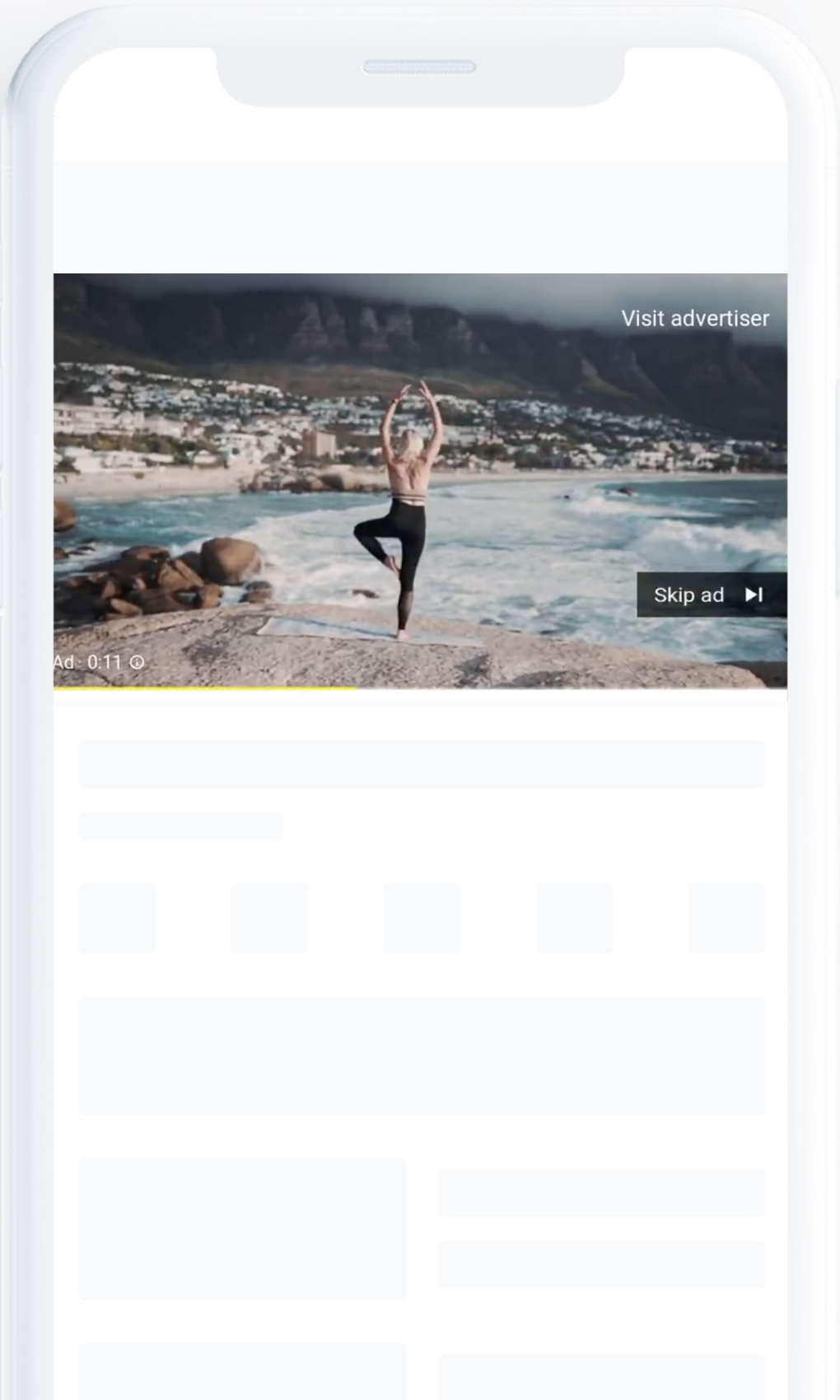
- File Type**
JPG, PNG, GIF
- File Size**
14MB maximum
- Image**
1200px x 800px recommended
600px x 400px minimum
- Headline**
100 characters maximum
70-90 characters recommended

5

YouTube Skippable Ad vs. Outbrain Outstream Video Smartad



YouTube Skippable Ad



File Type
MOV, MPEG4, MP4, AVI, WMV,
MPEGPS, FLV, 3GPP, WebM, DNxHR,
ProRes, CineForm, HEVC

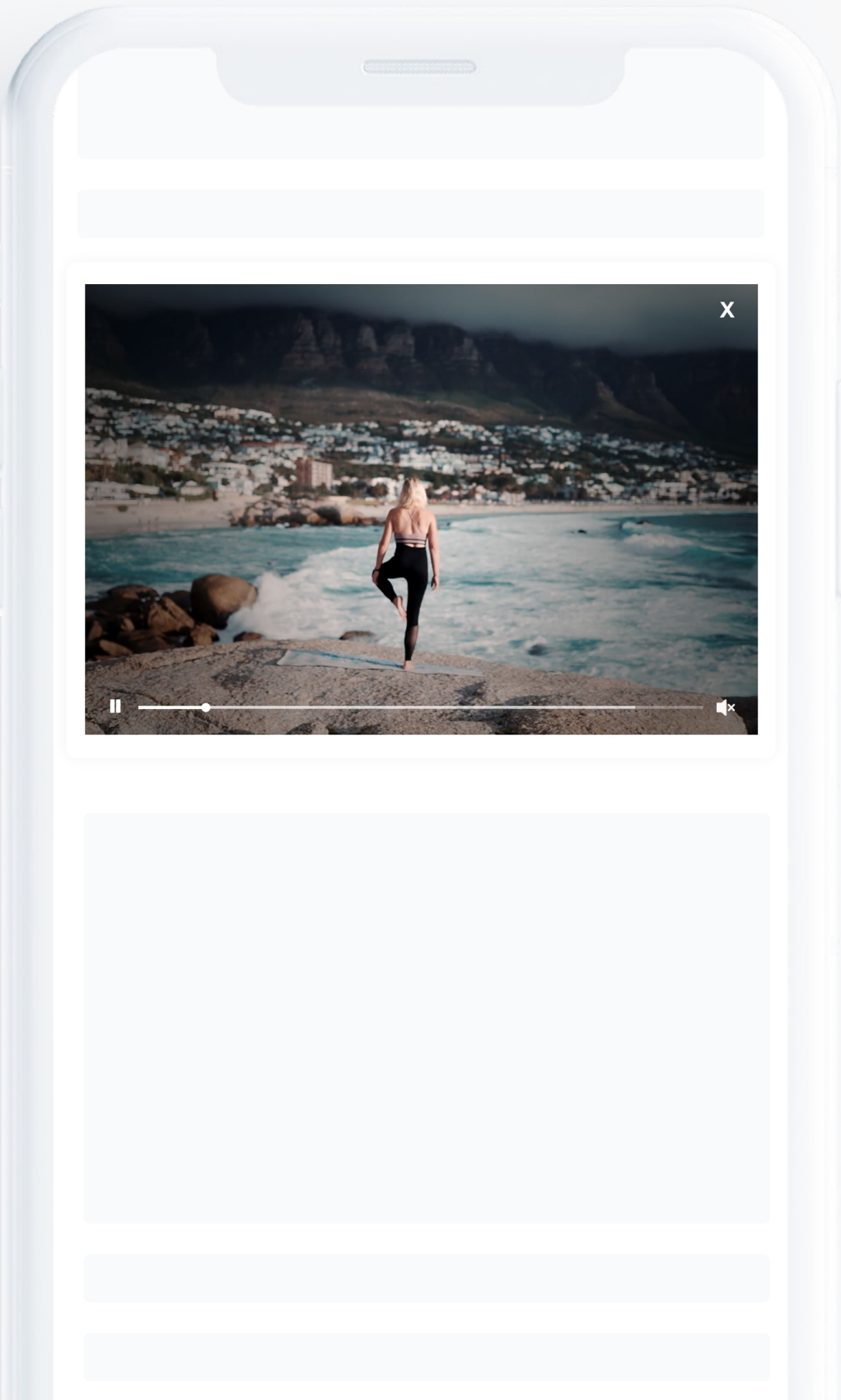
Ratio
16:9, 4:3

Video Length
6 minute maximum
12 second minimum

CTA Button
Not optional



Outbrain Outstream Video Smartad



File Type
MP4, VPAID, VAST

Ratio
16:9

Video Length
45 second maximum
6 second minimum
10-15 second recommended

CTA Button*
Custom, Supported via VAST

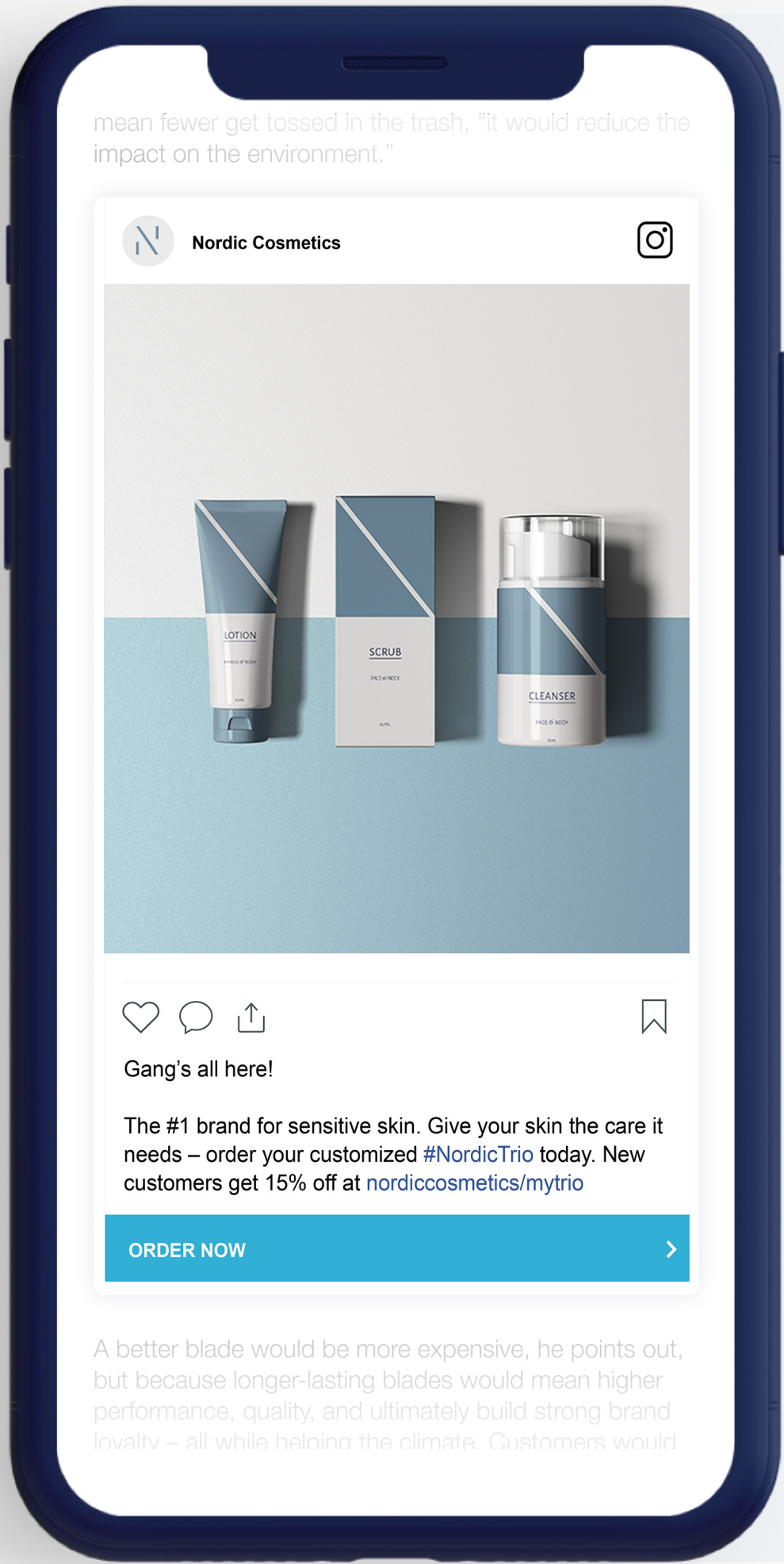
*Additional Branding Option

New Product Alert!

Expand, Beyond

If you thought *repurposing* your ads was simple (and worth it!), wait until you [see the capabilities](#) of Outbrain’s latest and greatest product launch — **Native Awareness+**.

Now, leverage your existing social ads in rich, highly viewable, in-article formats across the open web to increase the impact of your campaigns — no additional approval process needed.



5x

Higher CTR vs.
Standard Display

44%

More Likely to
Lead to Purchase

5x

Longer In-View Time
vs. Facebook Feed

*available in select markets

Brainy Tips + Insights

Repurposing goes *beyond* imitation — there's much to be amplified.

Here are a handful of tips and best practices to expand your social campaigns *that* much more natively.





Insights

Campaign Objectives

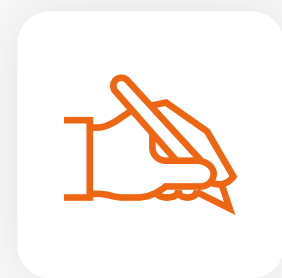
Similar to the Facebooks and YouTubes of the world, Outbrain can optimize your ad campaign by objective — but with simplified, less repetitive options.

- ✓ **Awareness**
- ✓ **App Installs**
- ✓ **Traffic**
- ✓ **Conversions**



Brainy Tip:

If repurposing your social ads, be sure to utilize similar objectives across platforms to ensure proper comparability and optimization.



Insights

Creatives

You have mere seconds to grab the attention of your consumers, *especially* in our endless scroll culture.

That said, while much of your social creatives can be duplicated natively, it's always good to keep these added insights in mind.



Brainy Tips:

1

Increase your click chances by **2x** simply utilizing pre-defined CTA buttons.

2

Pre-qualify your audiences by calling out your ideal customers *right* in your headlines.

3

Test a **VSL** (video sales letter) to entice the conversion.

4

Refrain from using text *on* image — save the text for your headlines.

5

Try **dynamic headlines** on for size to personalize your creatives based on location or day of week.

6

While not a *must*, small resizing and shortening of your images and headlines may be worth the conversions.



Insights

Budget + Bidding

Remember, just like your social campaigns often do, native ads require a short discovery phase to find the best audiences to engage with your ads.

And trust me, the quality is worth the (short!) wait.



Brainy Tips:

1

Patience is key. CPAs may not be 1:1, social to native, *right* off the bat. Though you'll often see the quality and lifetime value of the conversions are higher.

2

For your repurposed native ads, start with a *slightly* higher CPC to strengthen your campaign discovery, and optimize down after the first few days live.

3

Use Outbrain's intuitive **Conversion Bid Strategy** to save yourself the campaign tinkering — auto-optimizing toward CPA, ROAS, and more.



Insights

Audience Targeting

Make your campaign expansion funnel-friendly, social ads to native ads.



Brainy Tips:

1

Quickly set up [Outbrain's lightweight pixel](#) — an absolute necessity to track conversions and access advanced targeting features (like Lookalike Audiences).

2

Or, flip the funnel on its head — and use Outbrain's larger audience reach for cost-efficient awareness, and retarget your non-converters via Social Ads.

3

Don't forget, Outbrain's unique **interest-based targeting** options are a great way to test any high-performing Core Audiences you've spotted in the reporting tools of your social campaigns.

4

Use the value of native ads to your full-funnel advantage — social ads for awareness, then create first-party segments and retarget via native ads to move those consumers down the funnel (i.e. site visitors who *didn't* convert).

5

Have customers who *already* converted from your social ads? Perfect — create a **Lookalike Audience** via Outbrain to find *similar* converters (across a larger network, at that).

6

Razor-target consumers with *the* most relevant content for them with **Dynamic Retargeting**, which serves creatives featuring the most recent product a consumer browsed.



Insights

Optimization + Testing

Don't set it and forget it (although a handful of our automation tools certainly allow for it).

Test, optimize — then rinse and repeat as you connect the social to native ad dots.



Brainy Tips:

1

Don't risk a double test (i.e. new creatives on a new platform). First test a high-performing social ad on Outbrain, then optimize from there.

2

And keep those advanced Outbrain reporting tools handy as you go along, tracking essential KPIs across multiple breakouts — by geos, platforms, interest categories, and *much* more.

3

Outbrain's Compliance Team doesn't tend to suspend you indefinitely (eek, Facebook) — they consult you on how to amend ad rejections. Use them wisely!

4

Want to *really* up your conversion game? Take Outbrain's Bid Strategy to the next level with our A/B testing tool — running controlled experiments to determine the optimal bidding model for your campaign goals.

Continue On

No matter where consumers are in the buyer journey, there's a native ad to fuel discovery at *every* stage, powered by our unique interest data.

So, time to [reach out](#) and ask how our latest native formats can drive performance across your marketing funnel?

Or, [dive right in](#) and start putting your brand center stage — in front of the world's most premium publishers, at that.

Happy optimizing!

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Repurpose Your [Display](#) Campaigns

