



**NATIVE
ADVERTISING
INSTITUTE**



Weapons of Mass Construction:

The Global Guide to the Branded Content Tech Stack 2025

Speaker: Tom Jenen, CRO, ClarityAds

PRESENTATION MICRO DETAILS

Change Is Exhausting.
AI Is Exhausting.

Benefits of an AI Rest Day

Allows body
to recover

Prevents
muscle fatigue

Reduces risk
of injury

May improve
performance

Supports
healthy sleep



healthline

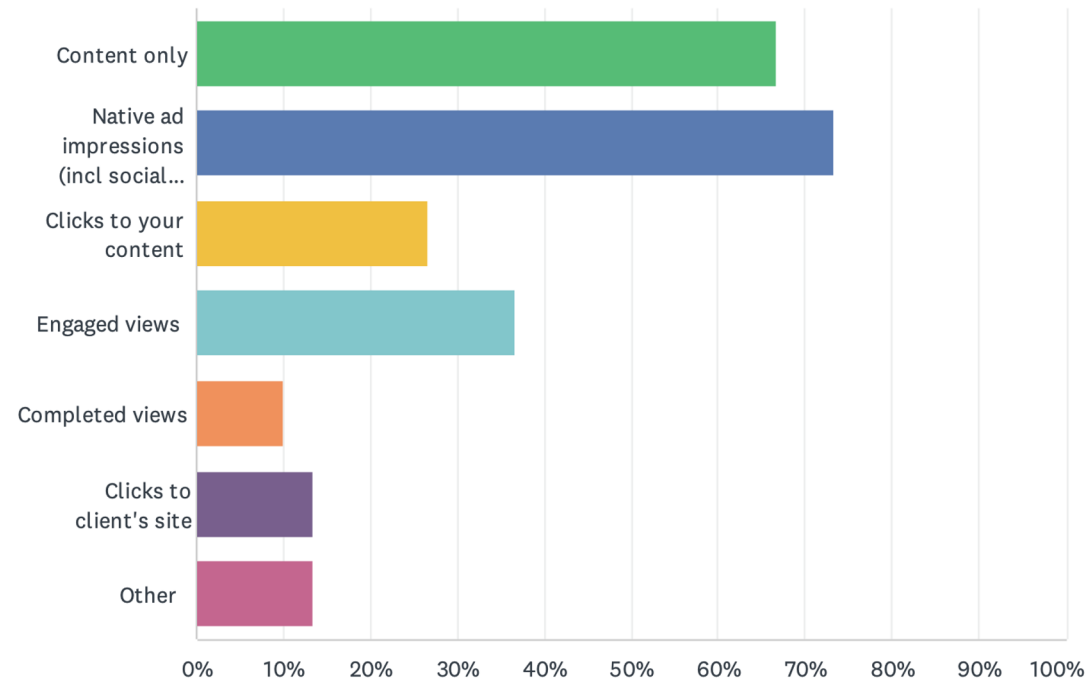
What Is Technology For?

(The Publisher View)

NAI Benchmark Study: Publishers

Sp. 6 On which deliverables are you paid in your most common campaigns? (Select all relevant)

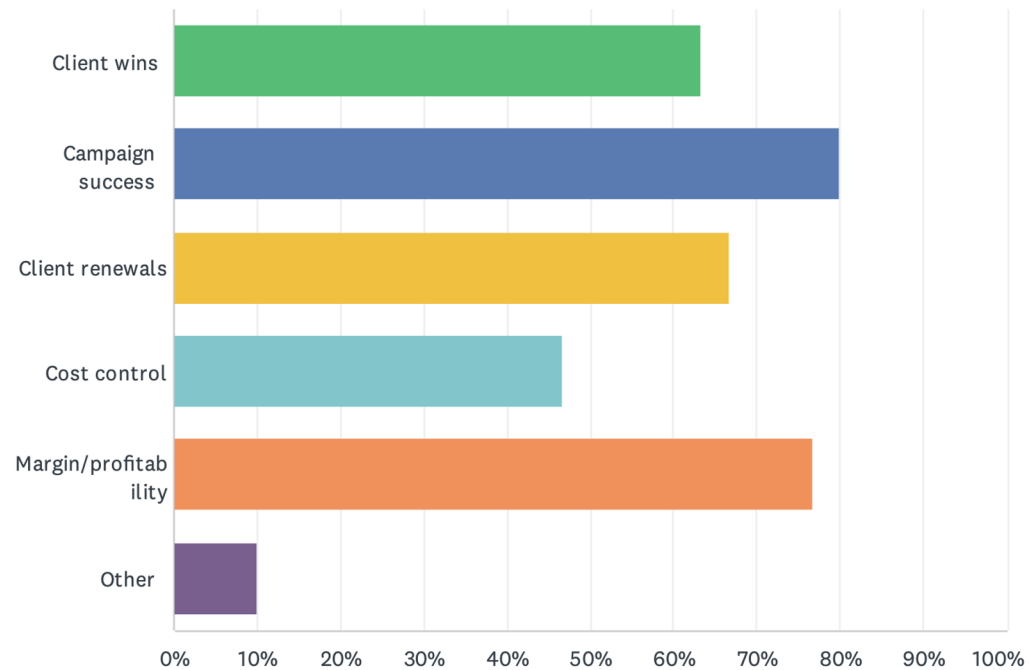
Besvaret: 30 Sprunget over: 19



NAI Benchmark Study: Publishers

Sp. 7 What are your personal, internally-reported KPIs? (Select all relevant)

Besvaret: 30 Sprunget over: 19

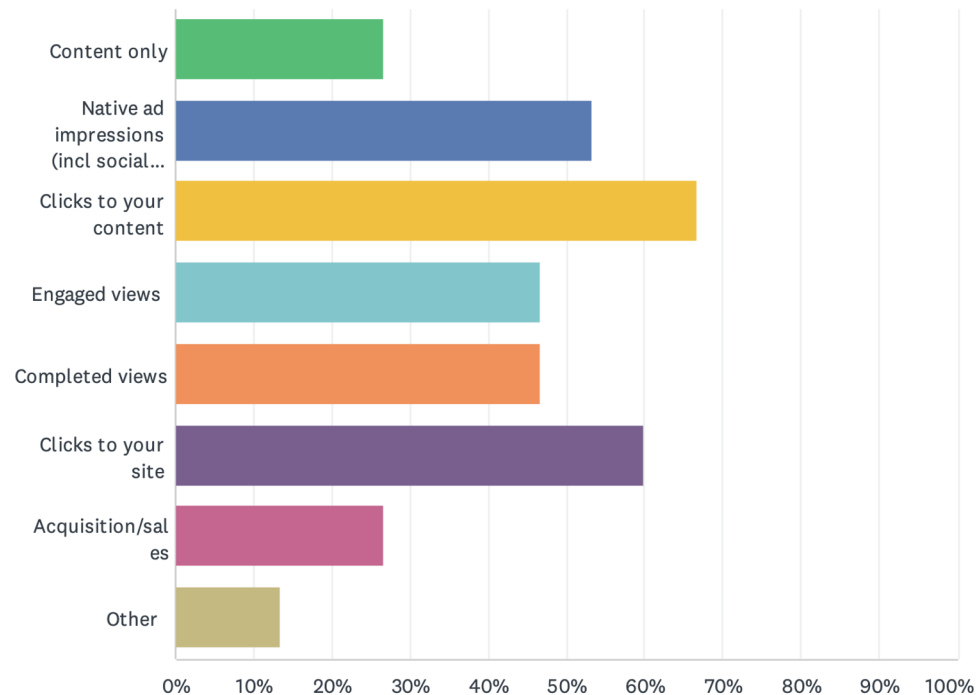


(The Marketer View)

NAI Benchmark Study: Marketers

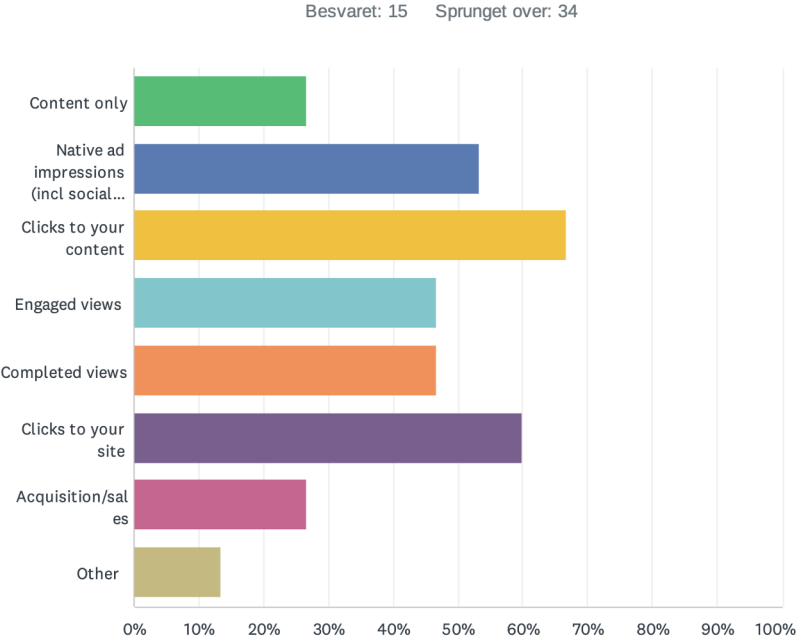
Sp. 8 What KPIs do you require with branded content deals? (Select all relevant)

Besvaret: 15 Sprunget over: 34

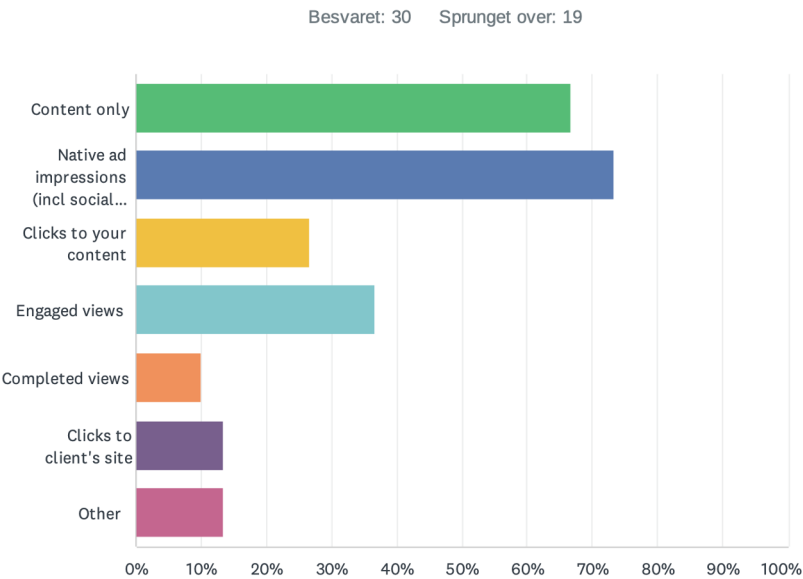


NAI Benchmark Study: Are We Aligned?

What Marketers Need



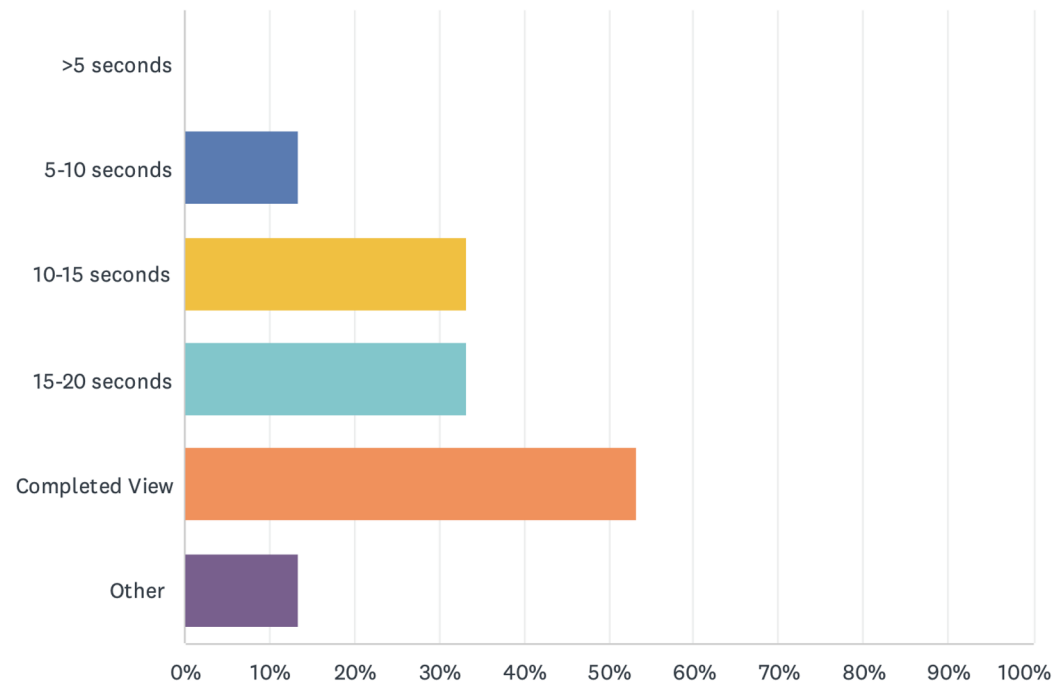
What Marketers Get



NAI Benchmark Study: Marketers

Sp. 9 What do you define as a "quality view"? (Select all relevant)

Besvaret: 15 Sprunget over: 34



What Do You Need?

What Targeting Is Necessary?

	Targeted	Untargeted*
Impressions	6,987	2,611
CPM	\$1.76	\$1.11
Clicks	29	58
CTR	0.42%	2.22%

*but optimised


Source: ClarityAds research, May 2025

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Rory Mclroy's RORS proto irons available ...
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Play Mclroy's Winning Irons

The Global Guide to the Branded Content Tech Stack – 2025

- **Research and Analysis**
- **Content Creation**
- **Distribution**
- **Optimization and Measurement**

Interviews with native advertising professionals worldwide

Research and advice from industry experts

120 different tools and technologies

Constantly evolving



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Thank you!

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