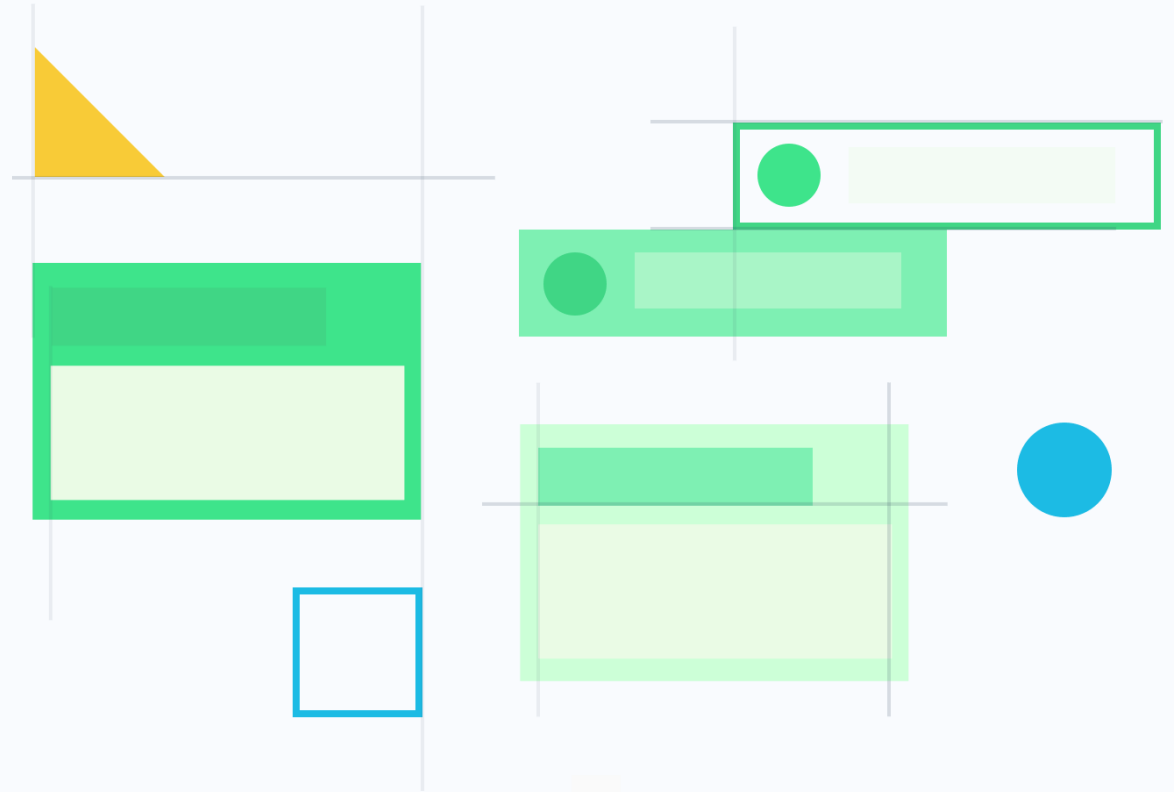




In-feed

Native Ads UX Best practices

Google



Intro



Matches look and feel of the content

Native ads can create a more cohesive, natural experience by matching the layout of the surrounding content.



Component-based

Separate components provided by advertisers allow customization, experimentation, and the ability to open up new inventory through unique placements. This allows for responsive design, and the ability for your ads to scale from desktop to mobile and any device size in between.

If implemented using the guidelines in this playbook, Native ads can create a great user experience.

High quality design is also important for making your inventory appealing to advertisers. However, designing a high quality native ad requires the same attention to detail as the rest of the feed design.

This playbook covers the basics of designing an in-feed native ad, and highlights those details to focus on like layout & typography.



In-feed vs. Article

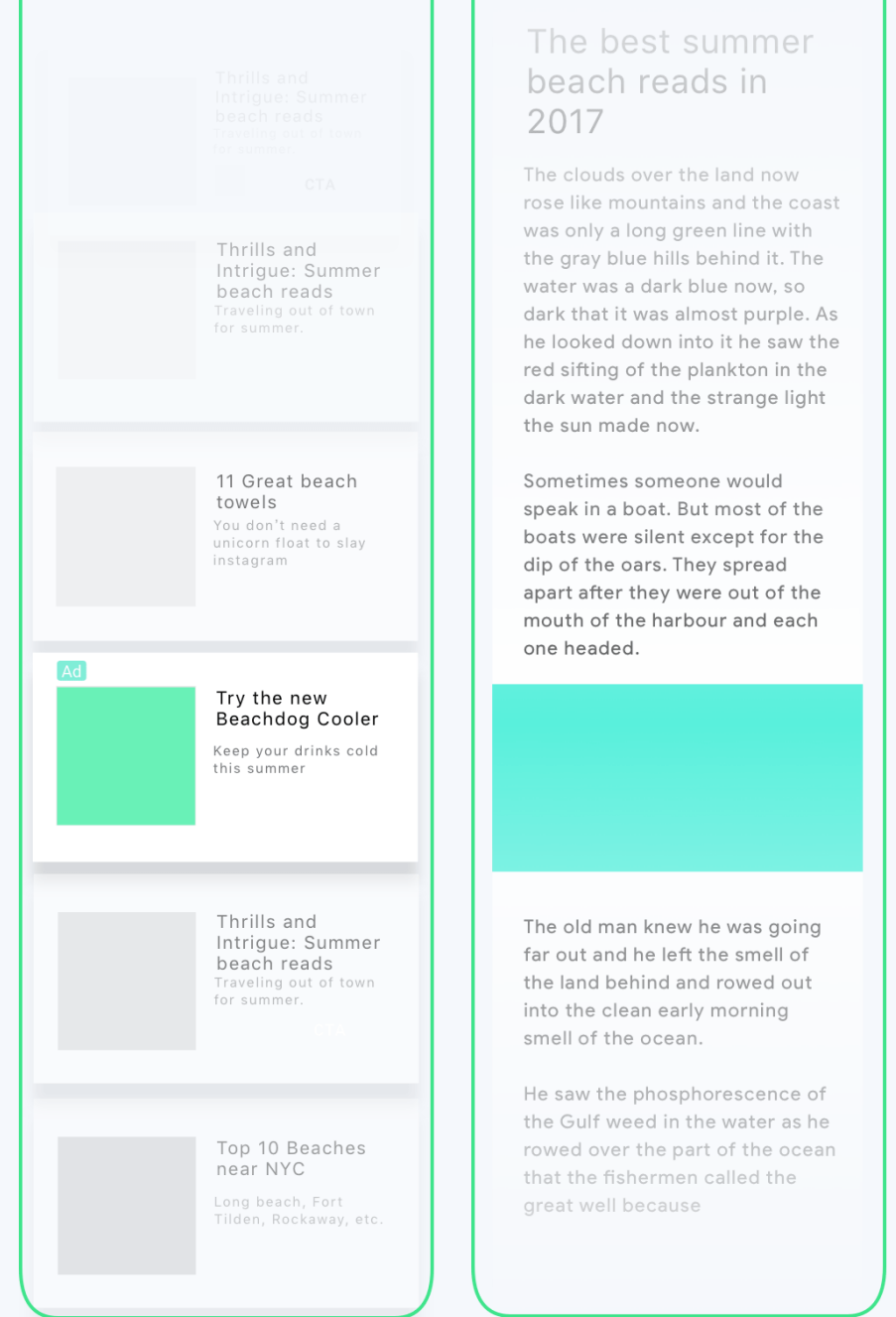
Feeds are the most popular design pattern used today on mobile sites to browse and discover new content.

They allow for easy content discovery, and a great user experience since users have full control of the experience through scrolling.

This makes them great for incorporating ad experiences, and allowing for serendipitous discovery of content from Advertisers.

If you're creating placements elsewhere on your site, we offer a range of templates which require little to no customization.

This guide focuses on In-Feed Native placements, which generally require more customization.



In-feed

In-article

Common In-feed layouts

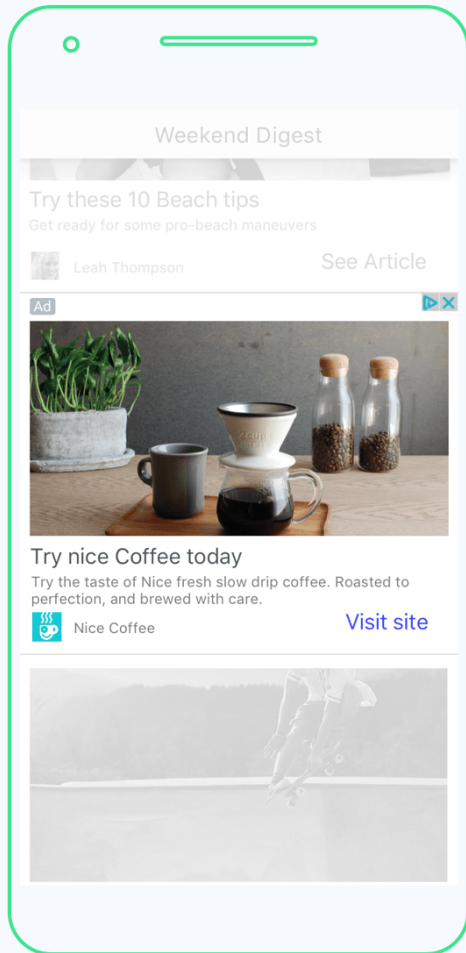


Image top

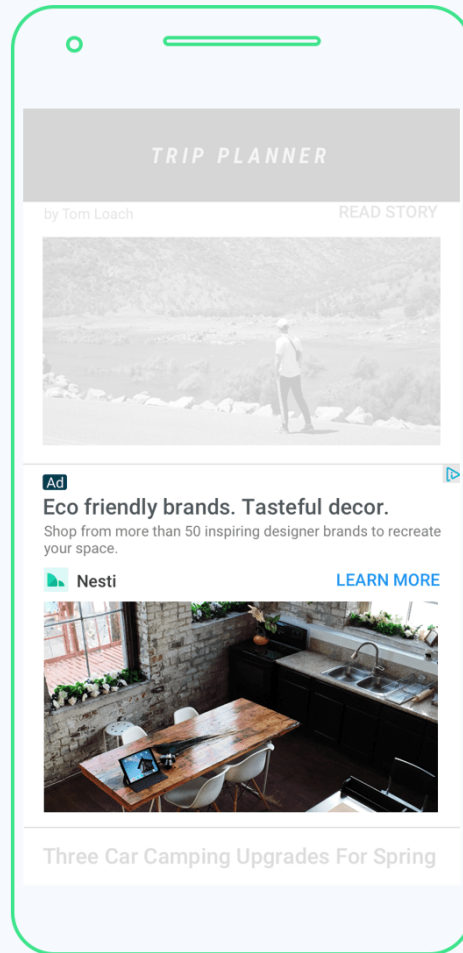
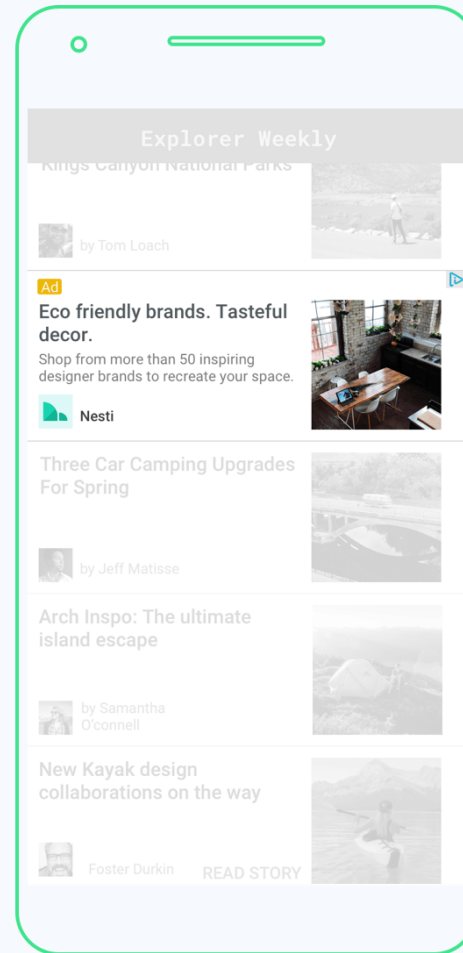
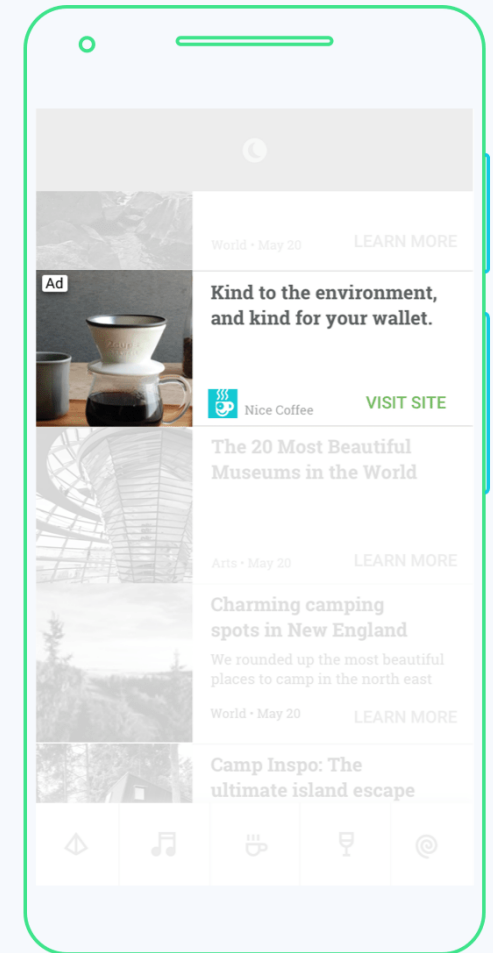


Image bottom

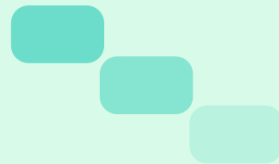
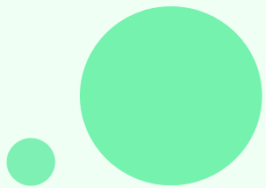
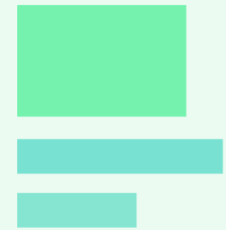
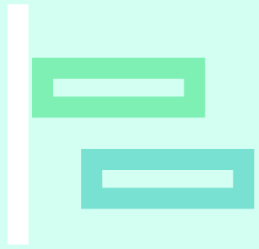


Right side image



Left side image

Native Ad Design Checklist





Align to a grid

The grid structure and spacing of elements should be considered when creating native ads within a feed.

It's also important to consider the shapes and sizes of the assets that surround the ad. If the ad unit calls for a landscape marketing image when the surrounding content units call for a square image, the overall alignment of the feed will break.

Misalignment can lead to users feeling like the page is broken or that the overall site is lower quality.

For vertical feeds making sure the images are the same width is the most important. Even moderate variations in height are hard to notice.

For horizontal feeds (e.g. a carousel) getting the heights to match is the most important.



Do



Don't



Typography

Size

Making the typeface too large or small relative to the rest of the feed can make the layout look broken and/or untrustworthy.

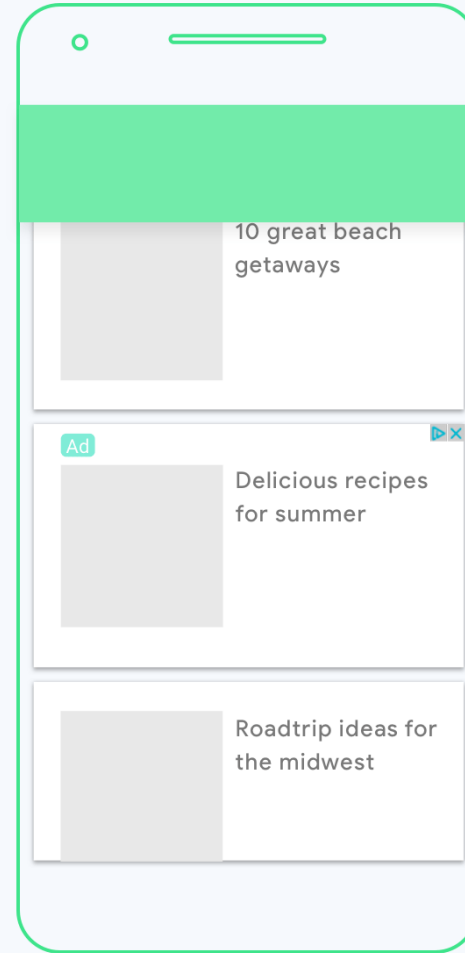
Typeface

Matching the typeface is important to users as well, to create a unified and cohesive style. Perfect matching isn't always possible, but it's still important to find a close match, in terms of font family (Serif, sans-serif) and weight (Regular, bold, etc.)

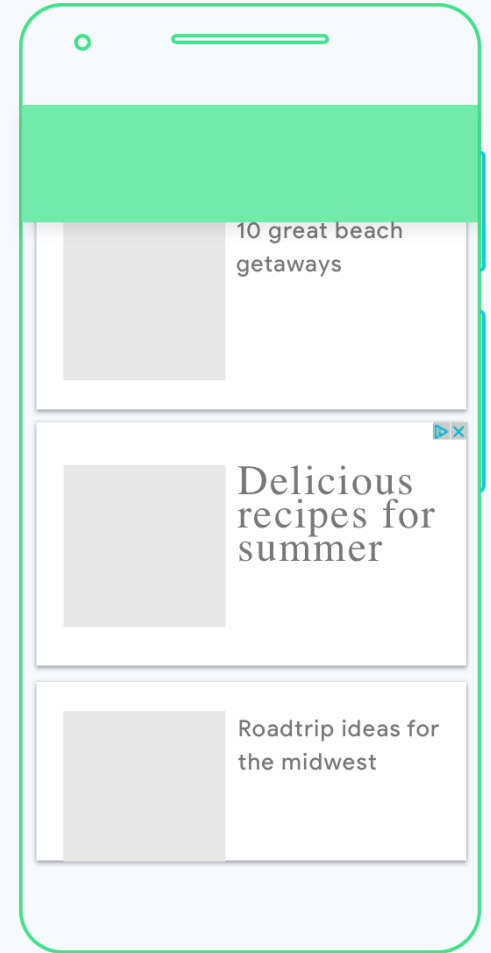
For more info on Typography see

Google's Material Spec:

material.io/guidelines/



Do



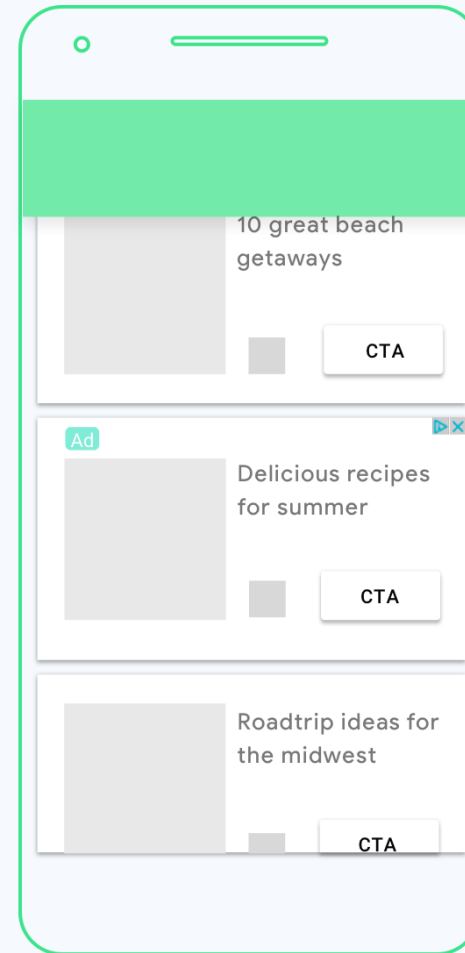
Don't



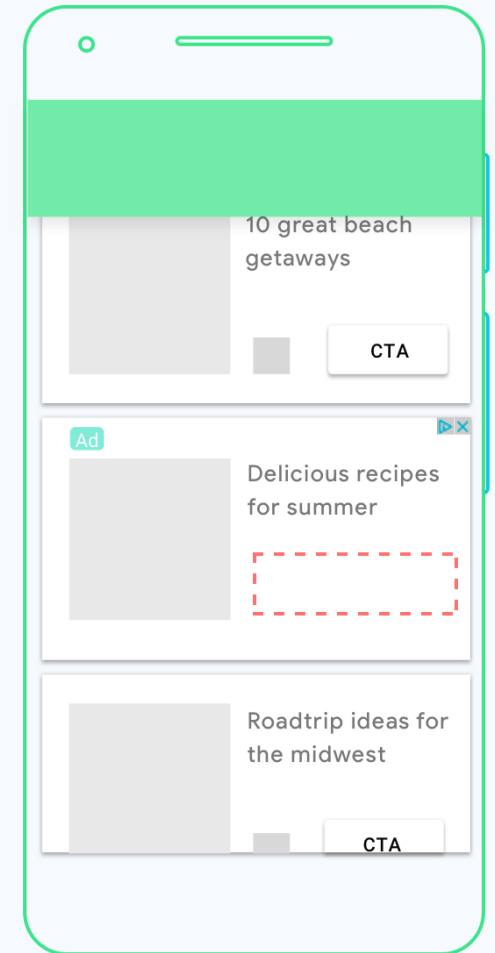
Elements

Leaving too much empty space or not enough empty space may give the impression that the ad is broken. In addition, ads that are too dense become a usability problem, since they can be hard to read.

For text elements, it's helpful to take a look at what the character maximum is for your organic content. Just like it's important to match the aspect ratio of images, it's important to consider how text will fit in your ad. Test your ad with live traffic to see how it looks in the real world.



Do



Don't



Hierarchy

Ad elements

It's important to consider which elements you are giving prominence to as you design your native layout.

For typical content feeds, the primary image should be the marketing image, and the secondary image the logo (if/when available.) Advertisers typically see the logo asset as an element to sign off with, or lead with if next to the advertiser name.

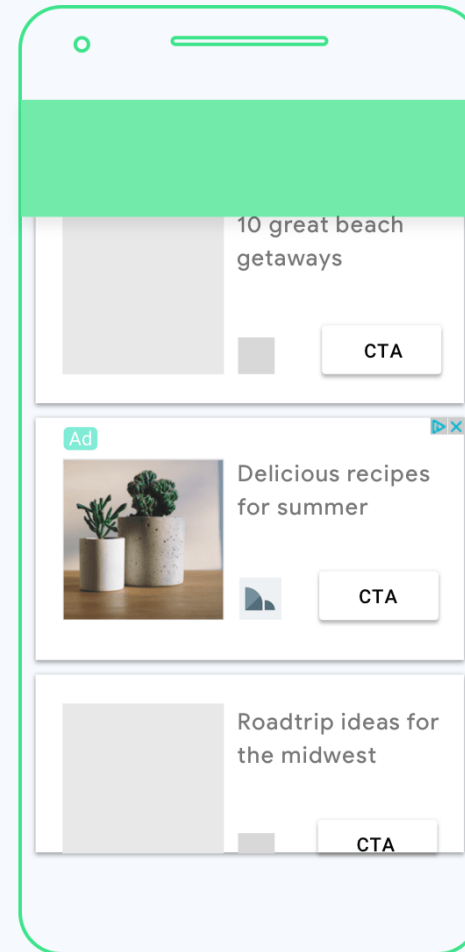
(Pictured)

Typography

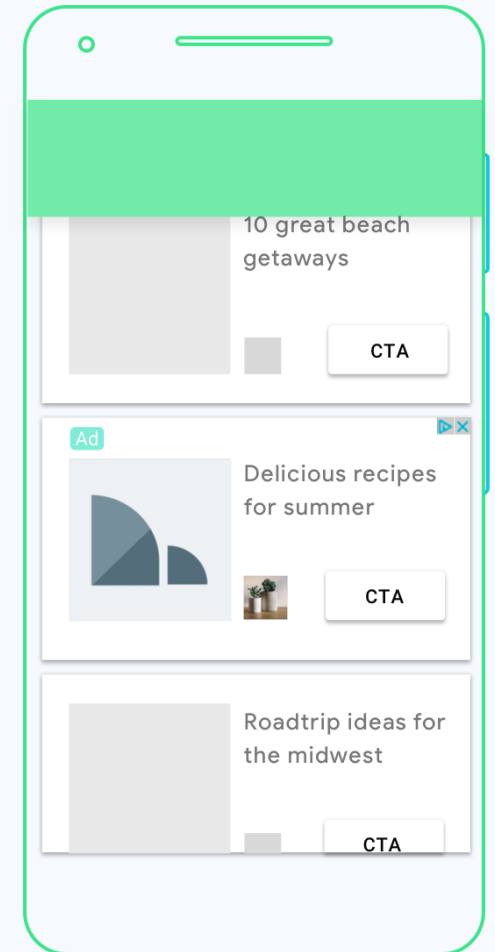
Typographic hierarchy is important because it guides users through your content. If the wrong emphasis is being put through sizing, spacing, or font weight, it could make your page feel less cohesive.

If you're unsure about the type hierarchy, you should cascade prominence from Headline, to description, to advertiser name.

For example, if your feed contains a list of news stories, position the ad's headline in the same place as the news headline, the ad's body in place of the article summary, and the advertiser name in place of the byline or section name.



Do



Don't



Ad Labeling

User Experience

Our ads meet best practices in terms of attribution, which means requiring an ad badge for all ads not sold directly to advertiser. Our products have built-in safeguards to make sure an badge is included in each template.

Product distinctions

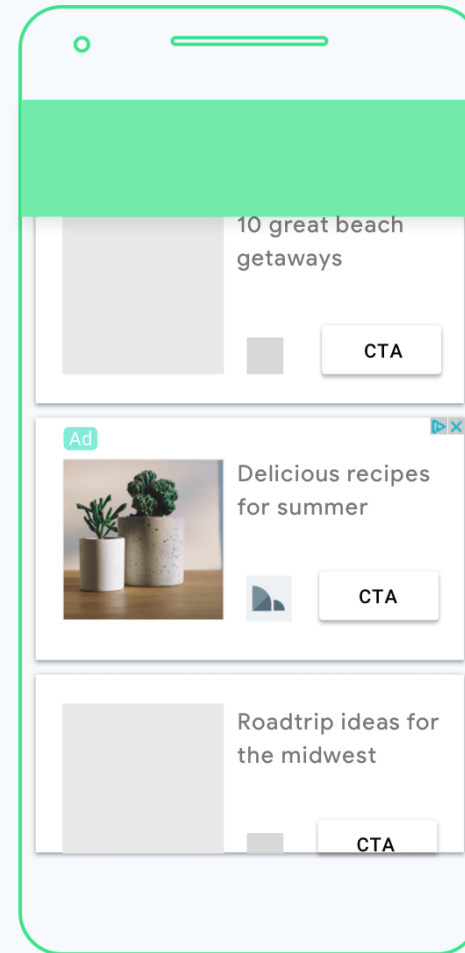
DoubleClick and AdSense have slightly different requirements when it comes to the ad badge in your native ad.

DoubleClick allows for minor adjustments to ad badge placement and style. AdSense sets the placement and style for you.

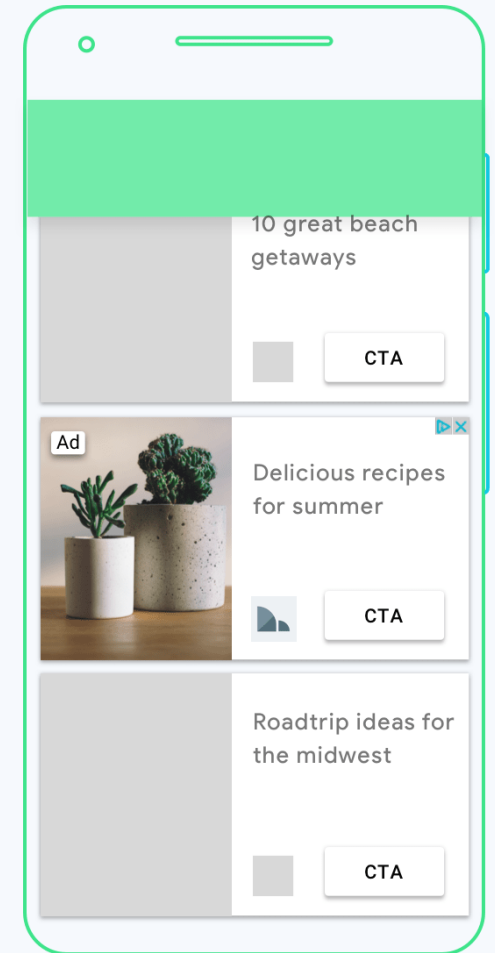
Visual Design

The visual design of the native ad badge is inspired by search, and is used in a variety of Google's properties such as YouTube, Play, Gmail, and Maps.

When the ad badge sits on top of an image, we use a drop shadow to make sure it is visible on top of any marketing image.



Ad Badge



Ad Badge on Image



Preserving advertiser assets

Advertisers put tons of effort into the assets that will be serving into your native ad units!

You should always preserve the aspect ratio of the ad asset, and never stretch or distort them

Keep in mind backfill ad assets are either 1:1 (Square) or 1:1.91 (Landscape)



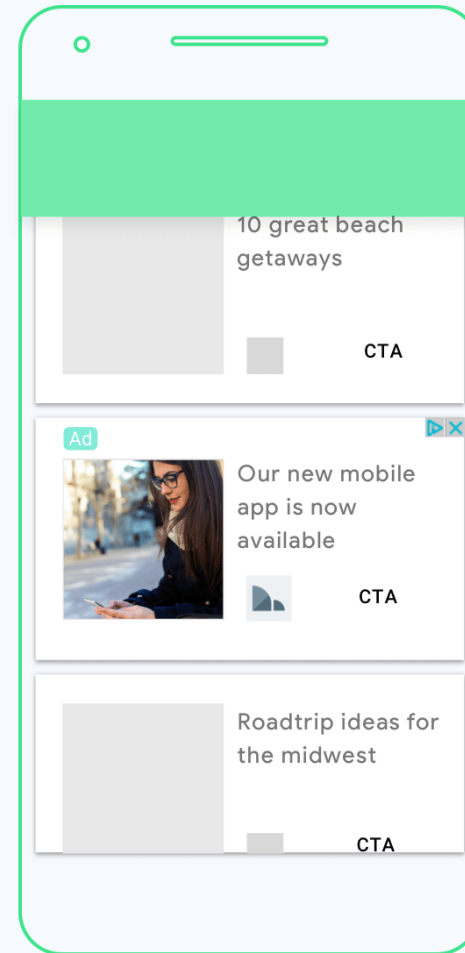
1:1.91



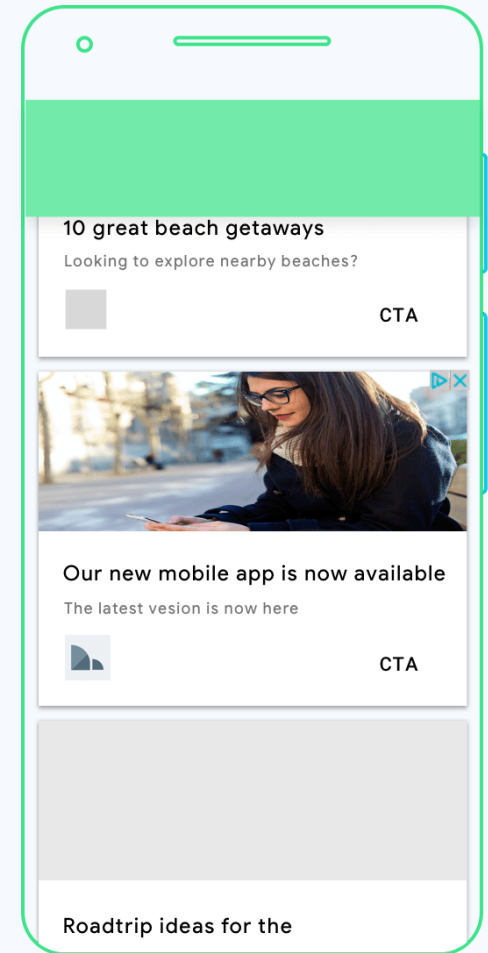
1:1

Many advertisers want to see their brand in the ad, whether that's their logo, name, or both, and some won't buy inventory that doesn't have it.

We recommend including at least one branded element in your ad. It's also important not to modify, truncate, or obscure the advertiser-provided logo, name, and text.



Do



Don't

Resources

nativeads.withgoogle.com

[Material Spec](#)

[FTC Disclosure Guidelines](#)

[Disclosure Guidelines Under the UK CAP Code and EU Guidance](#)

