

Your Ultimate Native-to-Search Guide

Native-to-search (N2S, Search Feed) is a type of Search Arbitrage campaigns. As you may know, the cornerstone of Search Arbitrage business model is the difference between the revenue you get from ad click and the CPC bid you set as an advertiser. In its turn, Native-to-search (or Search Feed) Arbitrage gives an opportunity to create a profit through the difference between the revenue share and the native recommendations ad spend. This way, you run the native recommendation campaign and redirect users to search results pages, directories, or listings featuring specific keyword queries to generate revenue for their clicks.



Native-to-search Flow:

There are two possible approaches in native-to-search arbitrage. In both cases, you need to first set up the topic of the keyword queries in advance through your affiliate network. Then, you proceed to run an ad campaign with or without the landing page:

THE 1ST FLOW



Your Ad on Native recommendation widget

User's click

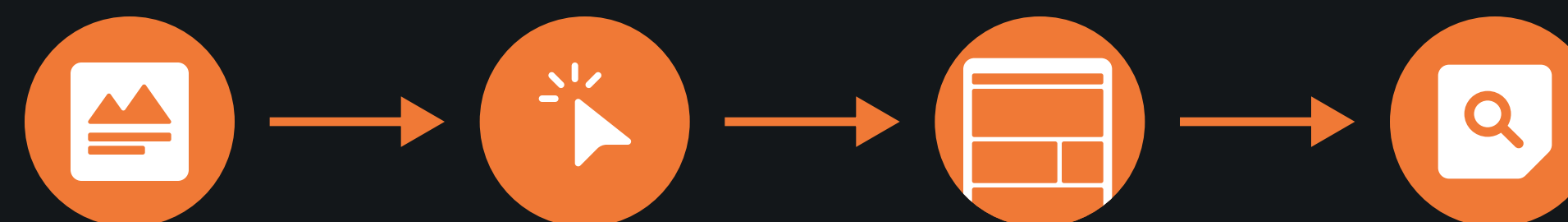
Directory / Listing / Search Engine

In this flow, the user is redirected to the search engine, directories, or listings right away after the click.

Advantages:

- Simple Setup
- Landing page or pre-sell content is optional
 - Lower CPC rate
- Increased user engagement
- High conversion rate

THE 2ND FLOW



Your Ad on Native recommendation widget

User's click

Landing Page (Pre-sell)

Directory / Listing / Search Engine

In the second flow, the user is first redirected to the pre-selling landing page dedicated to the keywords topics for warming up and then they need to click on the CTA to get redirected to the search engine / directories / listings.

Challenges:

- Ad Relevance and Matching Users' Intent
- Access to search feed provider networks

How to Launch an Effective Native-to-Search Ad campaign?



1
Research the niche & keywords

2
Define the strategy

3
Set up your ad campaign

4
Analysis & optimization

5
Enjoy and maximize your profit

Research the niches

- Identify profitable niches and high-value keywords.
- Find the Affiliate Search Feed provider and get the links for listings with ads

Adskeeper Tip

Top Search Feed Niches for trying out: beauty, nutra, finance & insurance, dental implants, gadgets, and software.

Search Feed Providers: Tonic, Domain Active, System1, Sedo, Coinis.

Define the strategy

- Define demographics and interests of your target audience.
- Plan engaging ad creatives that align with user intent.
- Define and distribute your budget across different keywords and platforms.

Adskeeper Tip

If you have some doubts and hesitations regarding the strategy, ask your Adskeeper manager for advice to make sure you

Set up your ad campaign

- Select Adskeeper for launching your search feed campaign on native ads. Implement tracking for clicks and conversions.

Adskeeper Tip

Find useful information about campaign tracking in our Guide [here](#)

Analyze and optimize

- Review key metrics such as CTR, CPC, and conversion rates.
- Test different creatives and titles to improve the results, reach out to your account manager for in-detailed optimization.

Enjoy and Maximize your profit

- Keep aside the amount for your personal expenses and reinvest profits into higher-performing keywords and expanding campaigns.