

MailOnline

NATIVE TOP 10 FEATURES

NATIVE FEATURES CASE STUDIES

DATA - 2023 FEATURES

AVERAGE
ARTICLE CLICKS:

951

AVERAGE
BANNER
IMPRESSIONS

247,565

AVERAGE
CAMPAIGN
VIEWS:

230,996

AVERAGE
DWELL TIME:

0.56

THE HIGHEST
NUMBER OF CLICKS
ON A SINGLE
ARTICLE:

6,121

THE HIGHEST
NUMBER OF BANNER
IMPRESSIONS ON A
SINGLE ARTICLE:

471,114

THE HIGHEST
NUMBER OF
CAMPAIGN VIEWS
ON A SINGLE
ARTICLE:

400,653

THE HIGHEST
DWELL TIME ON A
SINGLE ARTICLE:

2 MIN, 46 SECS

Figures collected from native features between January 2023-December 2023 2020

*Data is captured during campaign period which ends when minimum contracted views are achieved.

NATIVE FEATURES CASE STUDIES

CASE STUDY 1

FEATURE:
HEALTH & WELLBEING CHECKLIST
PUBLISHED WITH MAILONLINE ON
JANUARY 13, 2023

CLICK **HERE** TO SEE
THE LIVE FEATURE



FEATURE
PAGE VIEWS:

214k

ARTICLE CLICKS:

1,068

DISPLAY AD
IMPRESSIONS:

274k

HIGHEST ARTICLE
CLICKS (**MY SWEET
SMILE**):

325

DATA PROVIDED BY MAILONLINE ON 1 MARCH 2023

NATIVE FEATURES CASE STUDIES

CASE STUDY 2

FEATURE:
HOMES & GARDENS CHECKLIST
PUBLISHED WITH MAILONLINE ON
MAY 26, 2023

CLICK **HERE** TO SEE
THE LIVE FEATURE



FEATURE
PAGE VIEWS:

211k

ARTICLE CLICKS:

1,015

DISPLAY AD
IMPRESSIONS:

234k

HIGHEST ARTICLE
CLICKS (**EVEREDGE**):

192

NATIVE FEATURES CASE STUDIES - CAMPAIGN

CASE STUDY 3

FEATURE:

CHRISTMAS CHECKLIST

PUBLISHED WITH MAILONLINE ON
NOVEMBER 17, 2023

CLICK **HERE** TO SEE
THE LIVE FEATURE



FEATURE
PAGE VIEWS:

289k

ARTICLE CLICKS:

6,121

DISPLAY AD
IMPRESSIONS:

471k

HIGHEST ARTICLE
CLICKS (**BEERWULF**):

1,002

NATIVE CASE STUDIES - CLIENT SPOTLIGHT



FEATURED IN:
HEALTH & WELLBEING CHECKLIST
PUBLISHED ON JANUARY 13, 2023

CLICK **HERE** TO SEE
THE LIVE FEATURE



FEATURE
PAGE VIEWS:

214k

MYSWEET SMILE
ARTICLE CLICKS:

325

MYSWEETSMILE
DISPLAY AD
IMPRESSIONS:

27k

MYSWEETSMILE
DISPLAY AD CLICKS:

30

DATA PROVIDED BY MAILONLINE ON 1 MARCH 2023

NATIVE CASE STUDIES - CLIENT SPOTLIGHT



FEATURED IN:

CHRISTMAS CHECKLIST

PUBLISHED ON NOVEMBER 17, 2023

CLICK **HERE** TO SEE
THE LIVE FEATURE



FEATURE
PAGE VIEWS:

289k

BEERWULF ARTICLE
CLICKS:

1,002

BEERWULF DISPLAY
AD IMPRESSIONS:

47k

BEERWULF
DISPLAY AD CLICKS:

44

DATA PROVIDED BY MAILONLINE ON 3 JAN 2024