**Native Advertising Gains Favor in Digital Messaging**

Native advertising is proving to be an effective means of advertising as internet users increasingly disconnect from traditional messaging that is more overt. Native advertising will likely account for 74% of revenues generated from digital display advertising by 2021, BI Intelligence Forecasts predicts.

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<http://marketingland.com/native-advertising-new-marketing-workhorse-197856>

image source:

<http://cdn.blog.cpcstrategy.com/wp-content/uploads/2013/12/native-advertising-buzzfeed-example.png>