

Why ad viewability matters to your bottom line, and what you need to do

Thursday, December 14, 2017



Today's agenda: ad viewability

- Expectations and IAB Standards affecting the industry
- Discovering your score
- Simple ways to improve ad viewability
- New BLOX CMS features designed to increase viewability



Impacts from advertisers and leaders

- Advertisers demand ads be “viewable”
- IAB and CBA guidelines, and MRC standards
- 50% of display ad for 1 sec, 2 sec for video ads

Goal: 70% viewability standard



How viewability changes digital

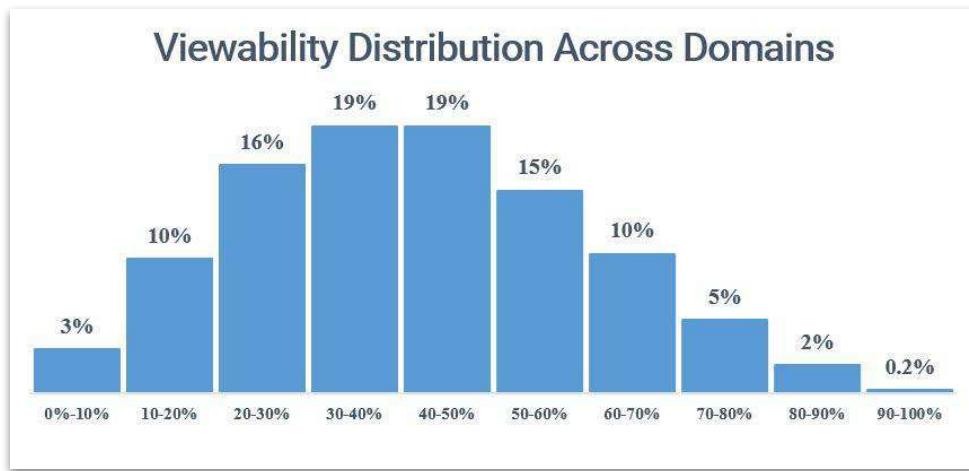
- More brand dollars to digital
- Greater transparency and confidence to the market
- Better end user experience for consumers



Source: think with Google

Where are we at today?

- Average publisher viewability is below 50%
- Because so many ads are not seen, the market needs to adapt and quickly!



Source: Google Internal Data (July '16) www.iab.net/viewability

Viewability impacts to revenue

- Opens up more brand budgets and improves CTR
- Better identify and monetize valuable inventory
- Limit negative revenue impacts and minimize inventory loss



Determine your viewability score

- Accessible for DFP Premium accounts under query tools
- Not currently available for DFP Small Business accounts
- Monthly reports for TownNews.com iQ participants
- comScore offers metrics

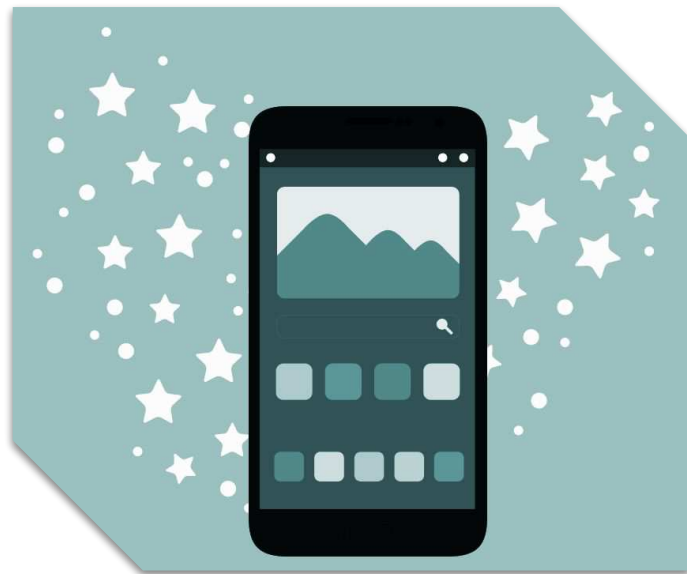


Best Practices



Optimize for responsiveness and speed

- Think and design for mobile first & article first (60 - 70% of traffic)
- Evaluate ads and third-party widgets
- What is your RPM (Revenue Per Thousand Pageviews)?
- Review your ad inventory and layout
 - More ads $\neq$ more revenue



Optimize for responsiveness and speed

- Optimizations included with Flex Templates:
 - Minimal use of design images, plus smart-sized content images
 - Reorganization of loading priority
 - Automatic compression of CSS and JS, plus focus on page reflow
 - HTTP/2, multiplexing & resource hinting
 - Lazy ad loading feature



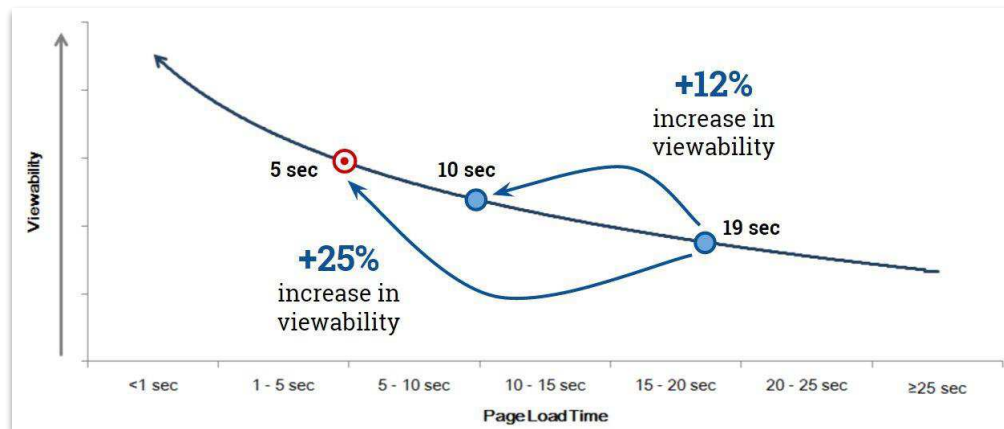
Optimize for responsiveness and speed

- Page Speed tests:
 - Most pages with ads will fail
 - try with ad blocking enabled, too
 - What can you actually fix?
 - When can the user interact?
 - Since 2016 we've improved "Time To Interact" by 18%



Viewability and responsive design

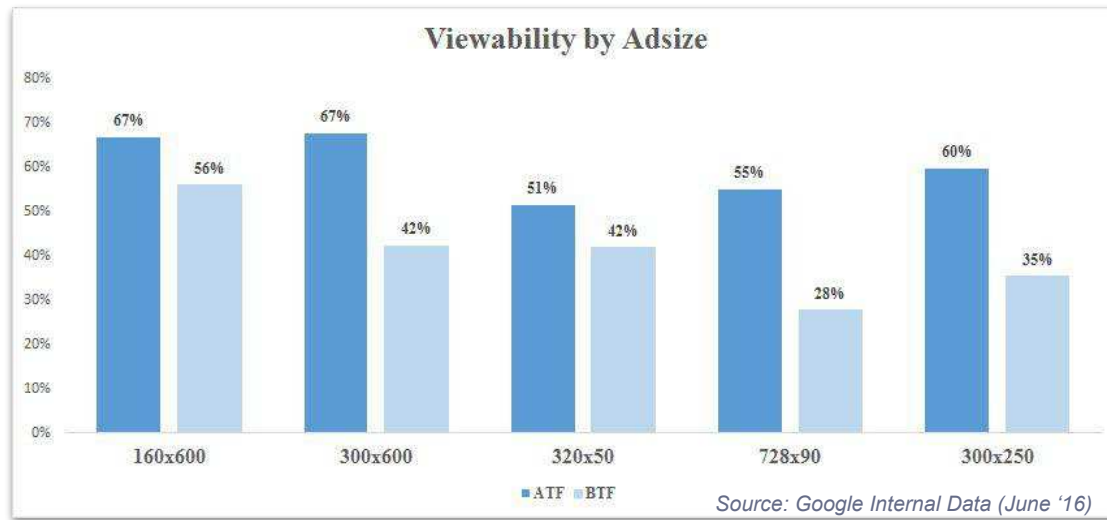
- 1 sec. page speed improvement led to 1-2% increase in viewability
- Increase user engagement (pageviews/visit, session length)
- Decrease user bounce rate



Source: Google DFP Active View data

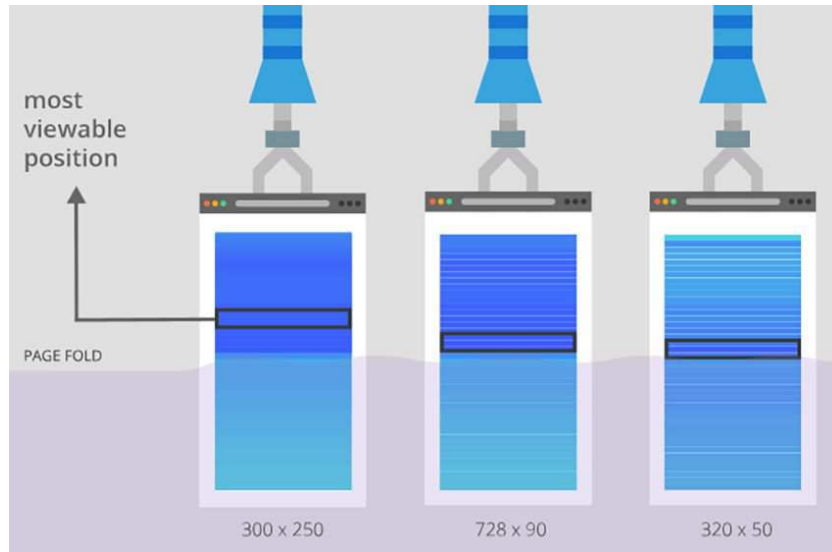
Viewability and ad sizes

- Vertical ad sizes are most viewable, 160 x 600 or 300 x 600
- Utilizing taller ad sizes can increase viewability



Most viewable positions

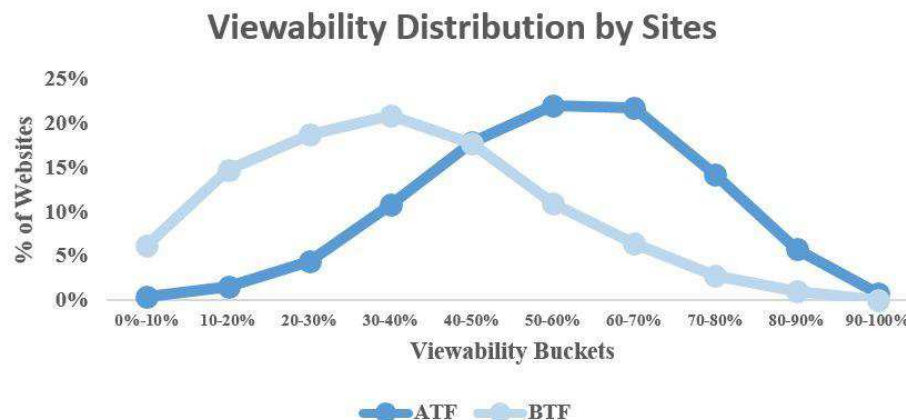
- Page position matters
- Most viewable position is **right above the fold**, not at the top of page



Source: think with Google, [5 factors of Display Viewability](#)

Viewability by location

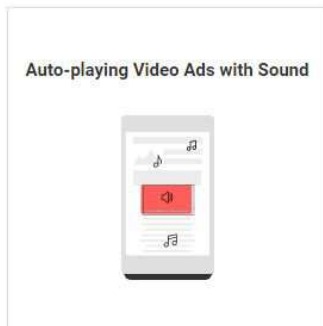
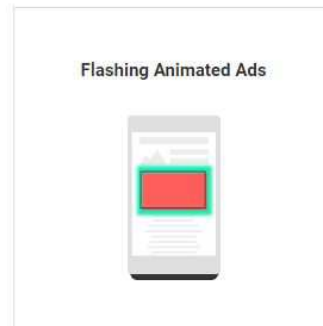
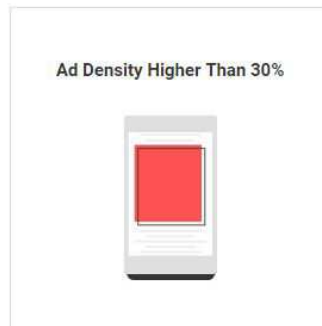
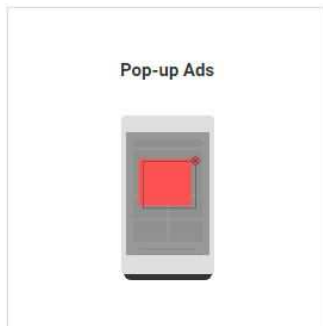
- 35% of above the fold ads have less than 50% viewability
- 21% of below the fold ads have more than 50% viewability
- Strive for viewability, not fold location



Source: Google Internal Data (June '16)

Coalition for Better Ads Standards

Avoid the following mobile ad types:



More best practices

- Place ads with ad blocks
 - Avoid using fixed positions
- Use multiple ad sizes and size arrays to increase CPMs and fill rates
- Comply with the CBA standards with user friendly ads



New BLOX CMS features designed to increase viewability



DFP SizeMapping

- Responsive ads sized appropriately for screen size
- Ads serve faster!
- 3-5% increase in viewability



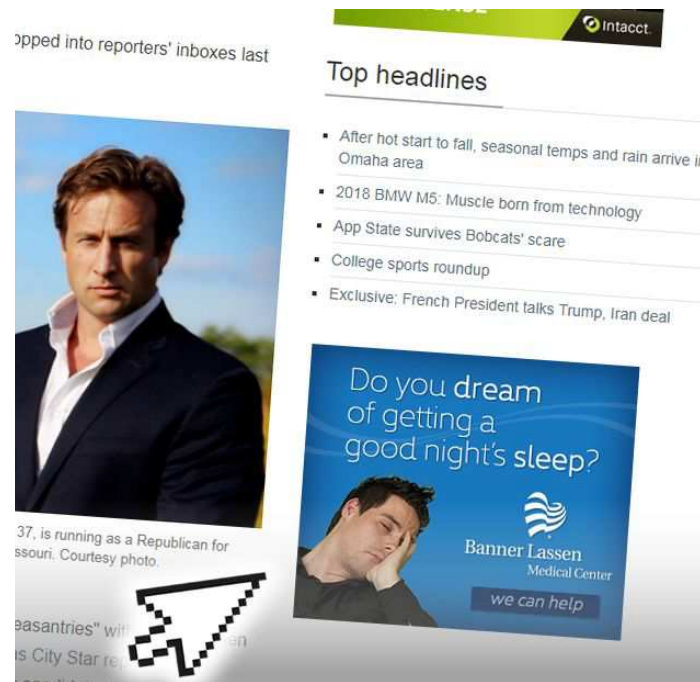
Sticky Article Aside

- Displays when article has related content or if it is permanently enabled
- Follows user on scroll
- Available in Utility Regions



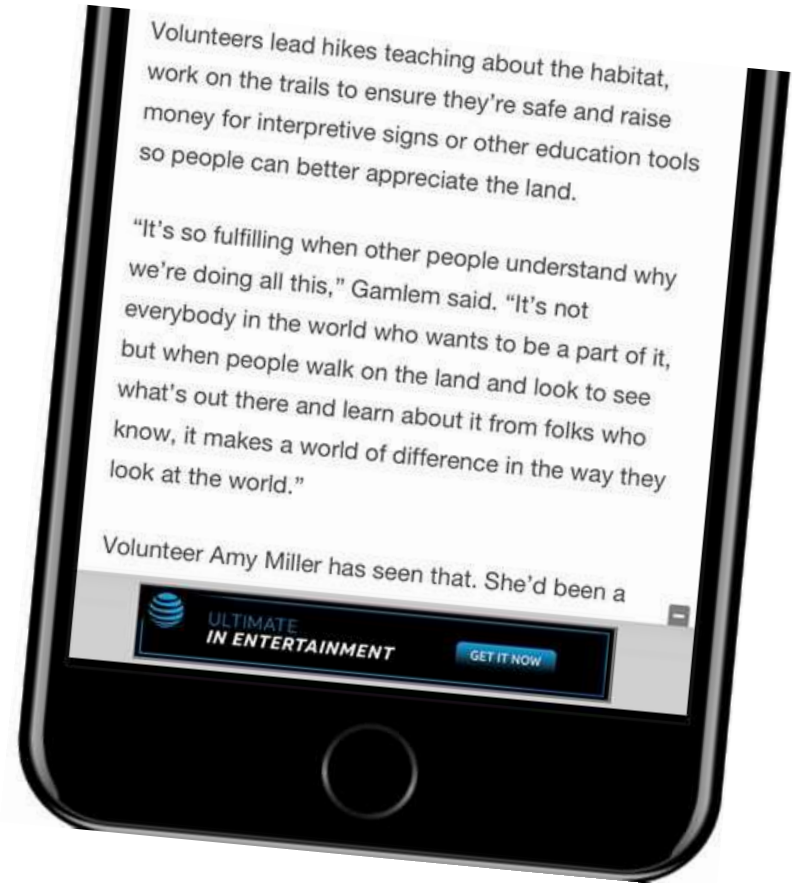
Sticky Right Rail

- Bottom of right rail
- Follows reader on scroll
- Available for:
 - Front
 - Global
 - Index
 - Asset only



Sticky Anchor Ad

- Bottom of page
- Follows reader on scroll
- Mobile friendly



Vertical Gallery Ads

- New collection presentation mode
- Higher engagement
- Ads can be displayed at a custom interval
- Each card is a page view



and North 2nd Street, October



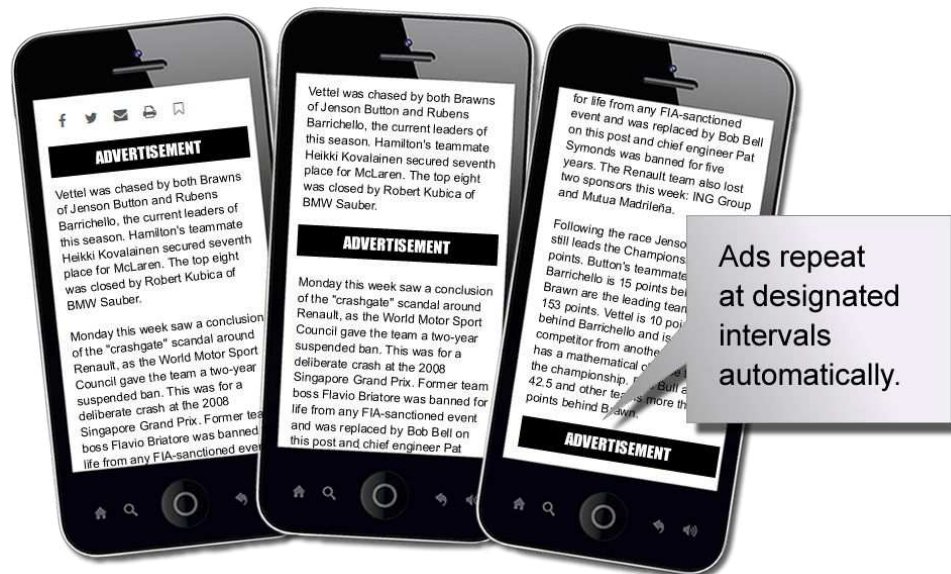
July 2, 1992



Cooperstown, NY

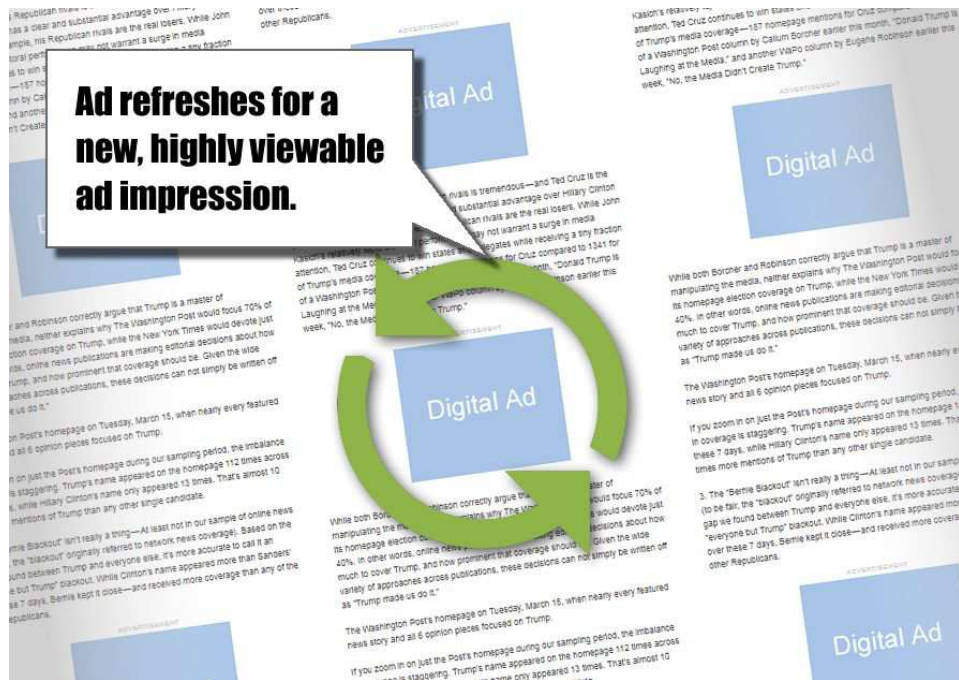
Automatic Ad Placements

- Easier in-story ad display
- Set the ad interval per number of paragraphs
- Requires user interaction



AutoRefresh

- Ads inline refresh automatically
- *Coming soon:* smart timing to ensure higher viewability



Lazy Ad Loading

- Improves viewability and page performance
- ATF, fixed positions and “always load” ads will load with page
- Ads in viewport are loaded
- Ads below the fold are served when viewable on reader’s device



Next steps you can take

- Change fixed positions ads to block ads
- Design for mobile and desktop separately
- Turn on Lazy Loading
- Use vertical ad sizes
- Implement in-line and in-story ads
- Shift ad positions to Sticky positions
- Stay tuned for further features and best practices



Valuable links

- Viewability spotlight for sellers - best practices:
<https://www.doubleclickbygoogle.com/articles/viewability-spotlight-sellers-best-practices-improving-viewability/>
- See Viewability measurements in action
 - Display - <https://viewability.withgoogle.com/static/view.html>
 - Video - <https://viewability.withgoogle.com/static/video.html>
- comScore Viewability details - Not accredited at this time.
 - https://www.comscore.com/Products/Advertising-Analytics/Viewability#our_technology
- Think with Google Active View guide: <https://viewability.withgoogle.com/static/index.html>
- IAB & MRC Technical Guidelines:
<https://www.iab.com/wp-content/uploads/2015/06/MRC-Viewable-Ad-Impression-Measurement-Guideline.pdf>
- Page Download Testing Tools: [Page Speed Insights from Google](#), [Pingdom](#), [YSlow](#), [GTMetrix.com](#), [WebPageTest.org](#)
- DFP Active View Metrics Definitions: https://support.google.com/dfp_premium/answer/3154105?hl=en

Takeaways

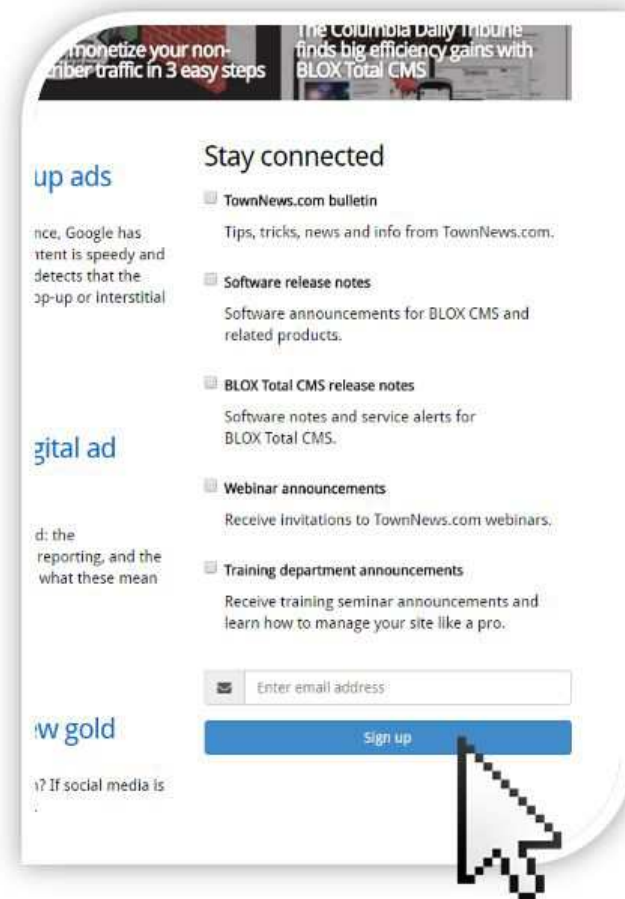
- Make changes NOW to improve viewability
- Revenue and Fill are being impacted now
- Goal: ad viewability score of 70%

*iQ partners: Must notify the Ad Ops team (AdOps@TownNews.com) when making updates to ensure uninterrupted ad delivery



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Thank you!

