

Give your site a refresh

Thursday, March 15, 2018



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Today's agenda:

- Speed improvements
- New design options
- Best practices for Ad Tech

Refresh for spring:

- ☒ Speed up site
- ☒ Improve user experience
- ☒ Increase engagement
- ☒ Grow ad revenue



Speed & security



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Speed improvements

- New DFP code base
- Page load “perception”
- Http/2 technology with multi-plexing
- Async support for more script tags
- Preconnect and DNS prefetch for CDN
- Full SSL support
 - **Switch by July 2018 to avoid negative Chrome flag**
- Coming soon: more optimizations including srcset



Fight against spam

- Enable email verification for new users
- Turn on verification of user-submitted content

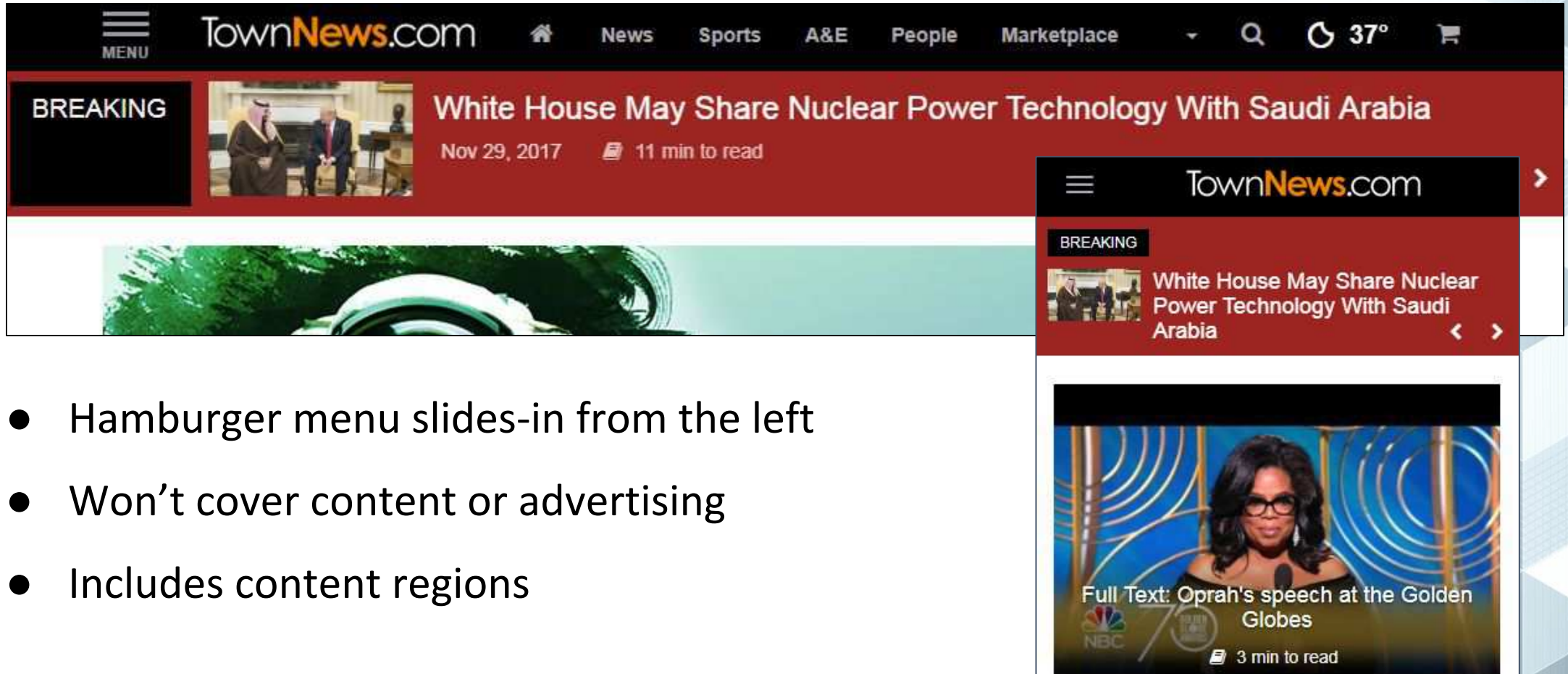


Design improvements



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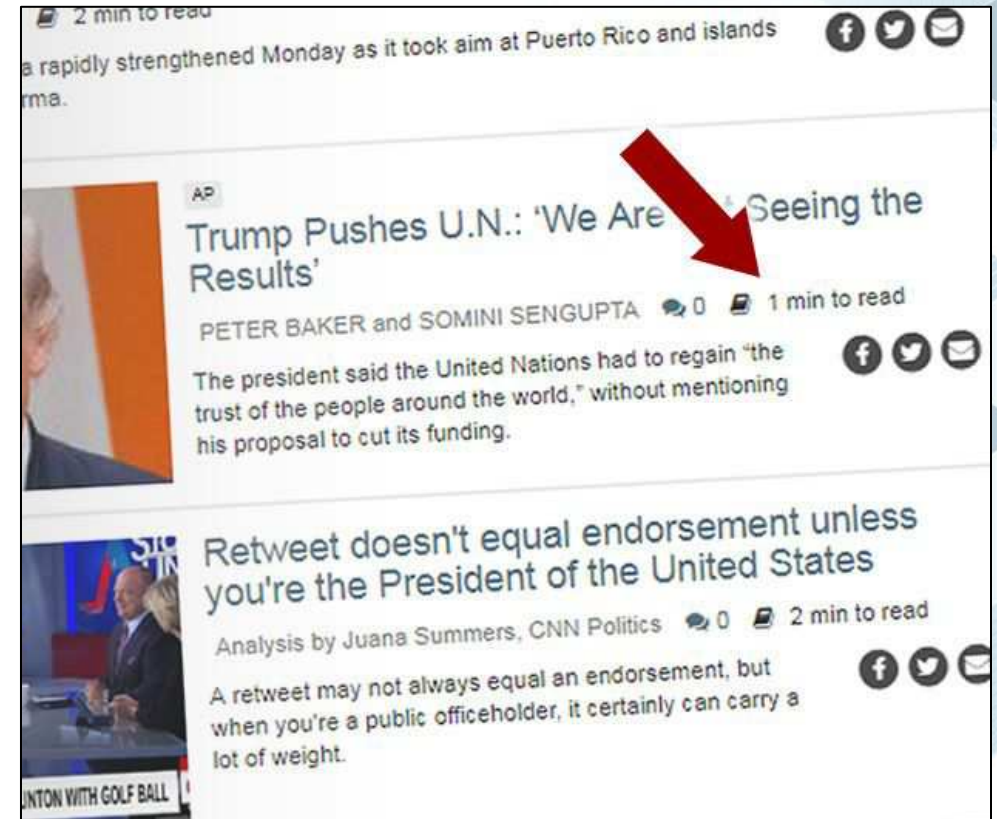
Slide-in hamburger & short navigation



- Hamburger menu slides-in from the left
- Won't cover content or advertising
- Includes content regions

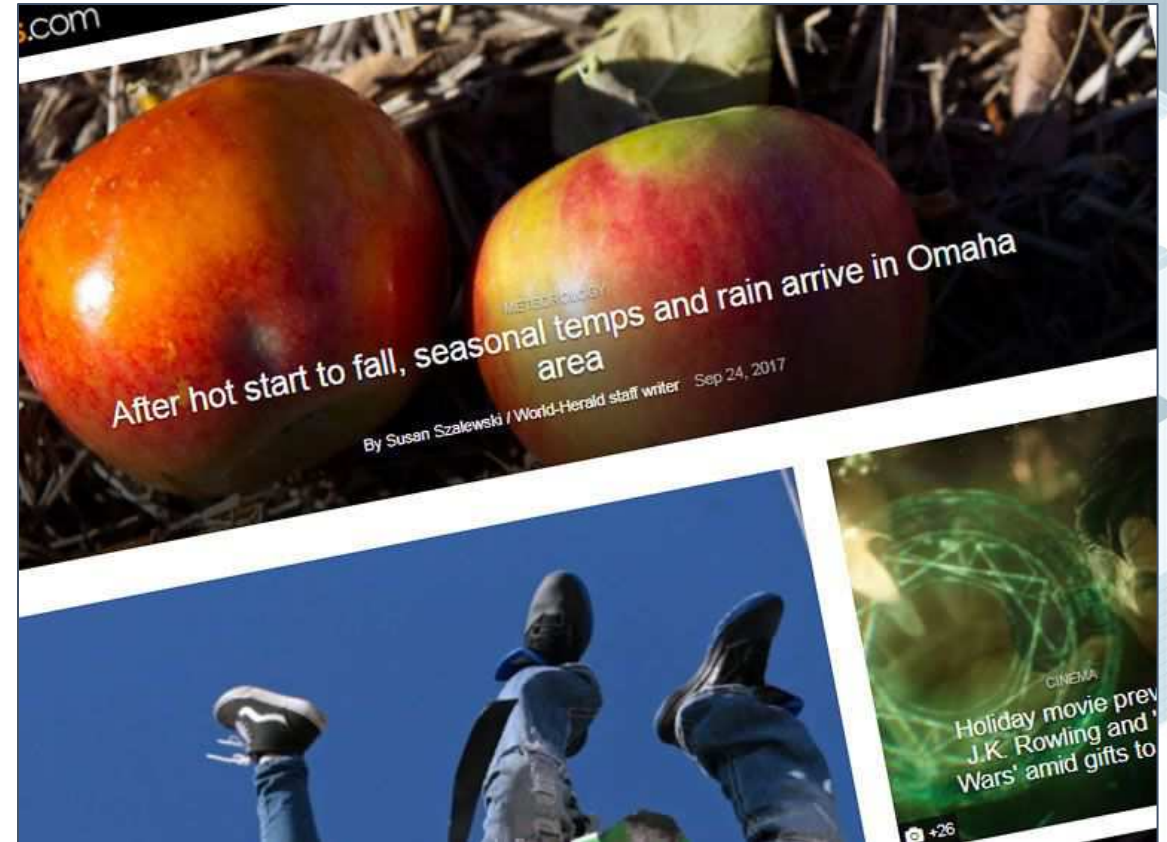
Time-to-read support

- Help users “commit to click”
- Uses a “reader speed” algorithm
 - Considers words and graphics
- Show on all stories, or longform articles
- Use as a query rule:
 - “Quick read” articles
 - “Longform” articles



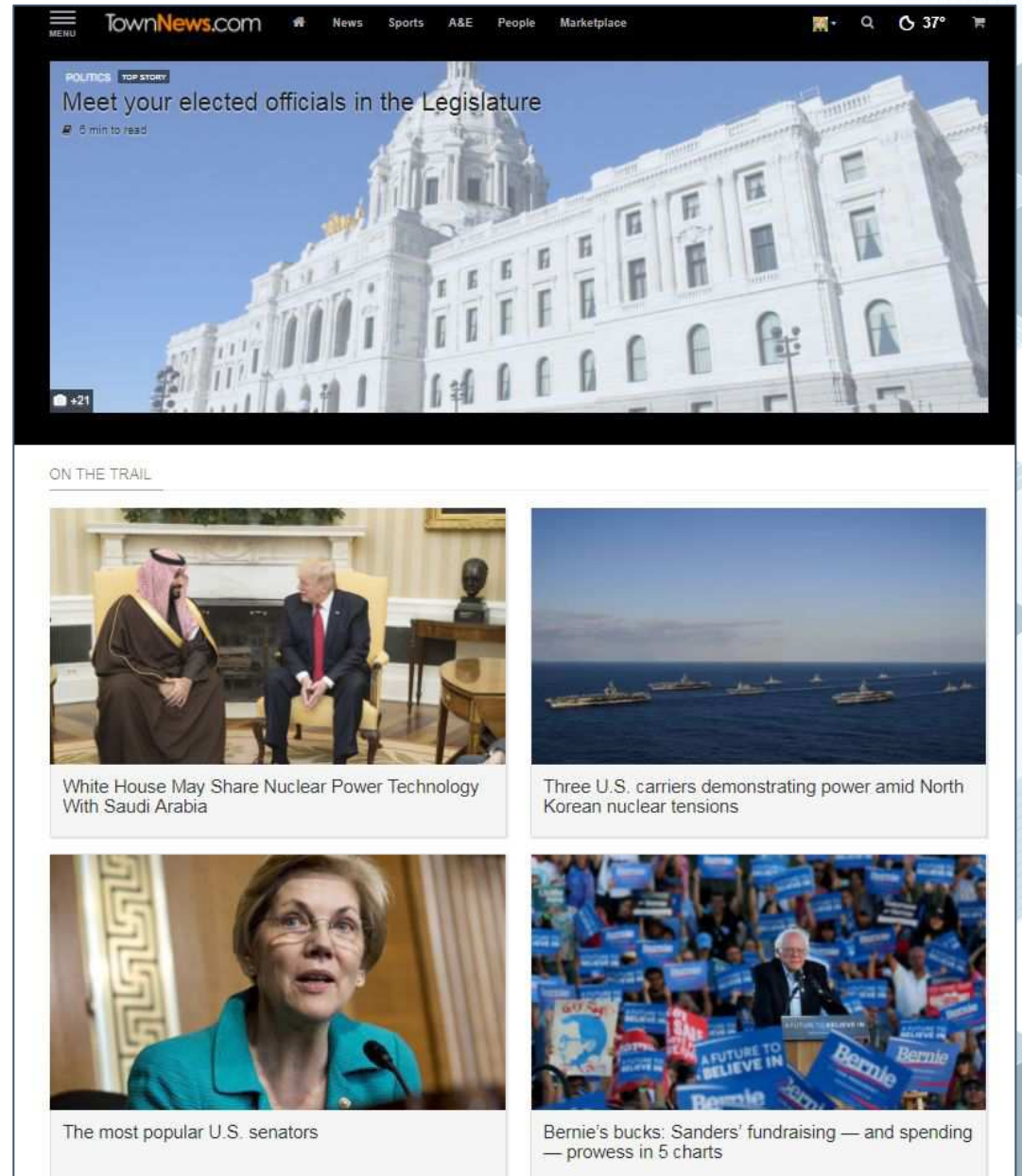
Block aspect ratios for images

- 8:3 ratio - extreme horizontal
- 2:3 ratio - vertical rectangle
- Find in URL properties and block properties



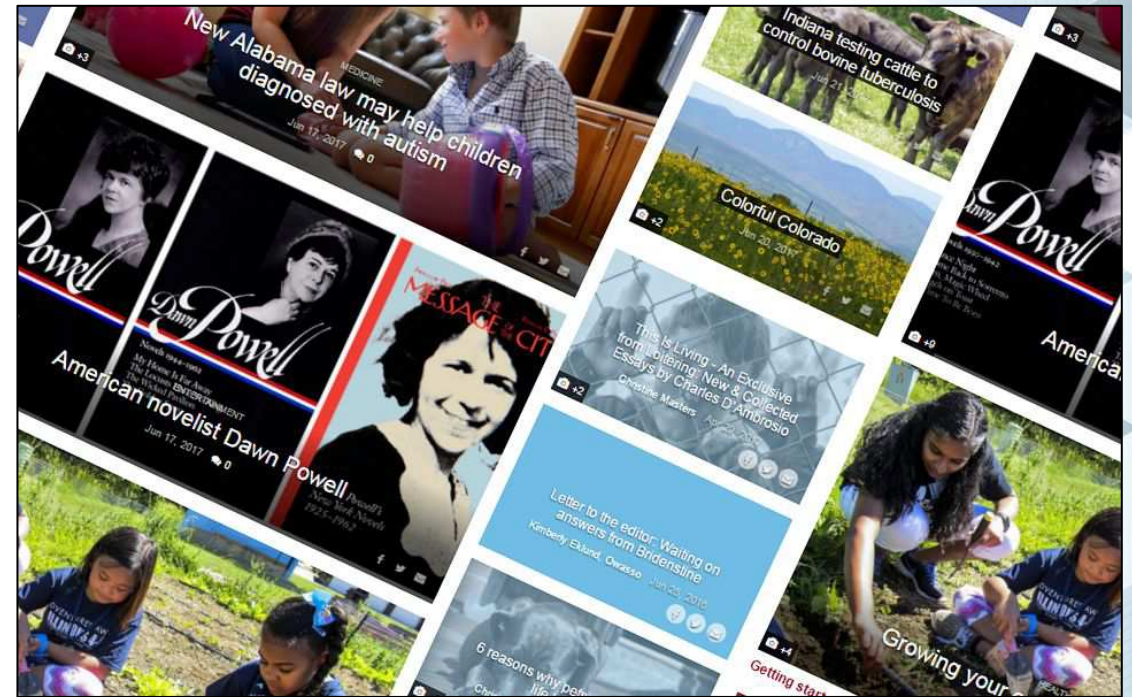
Backgrounds and color strips

- Span container or site width
- Create an edge-to-edge strip of color
- Create new sections separated by color



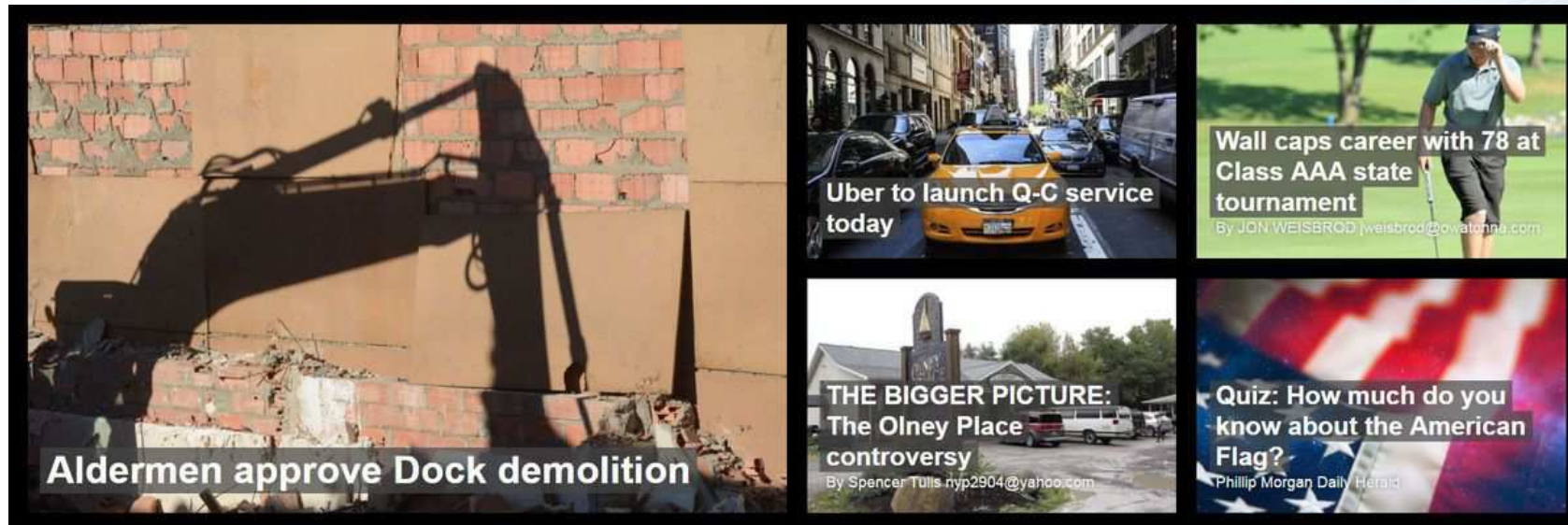
Colors and overlays for Card: Feature

- Add a color transparency
- Add a transparent fade at the bottom for more readable text
- Color block in case of no photo
- Text-in-a-box design matches Card: Mosaic



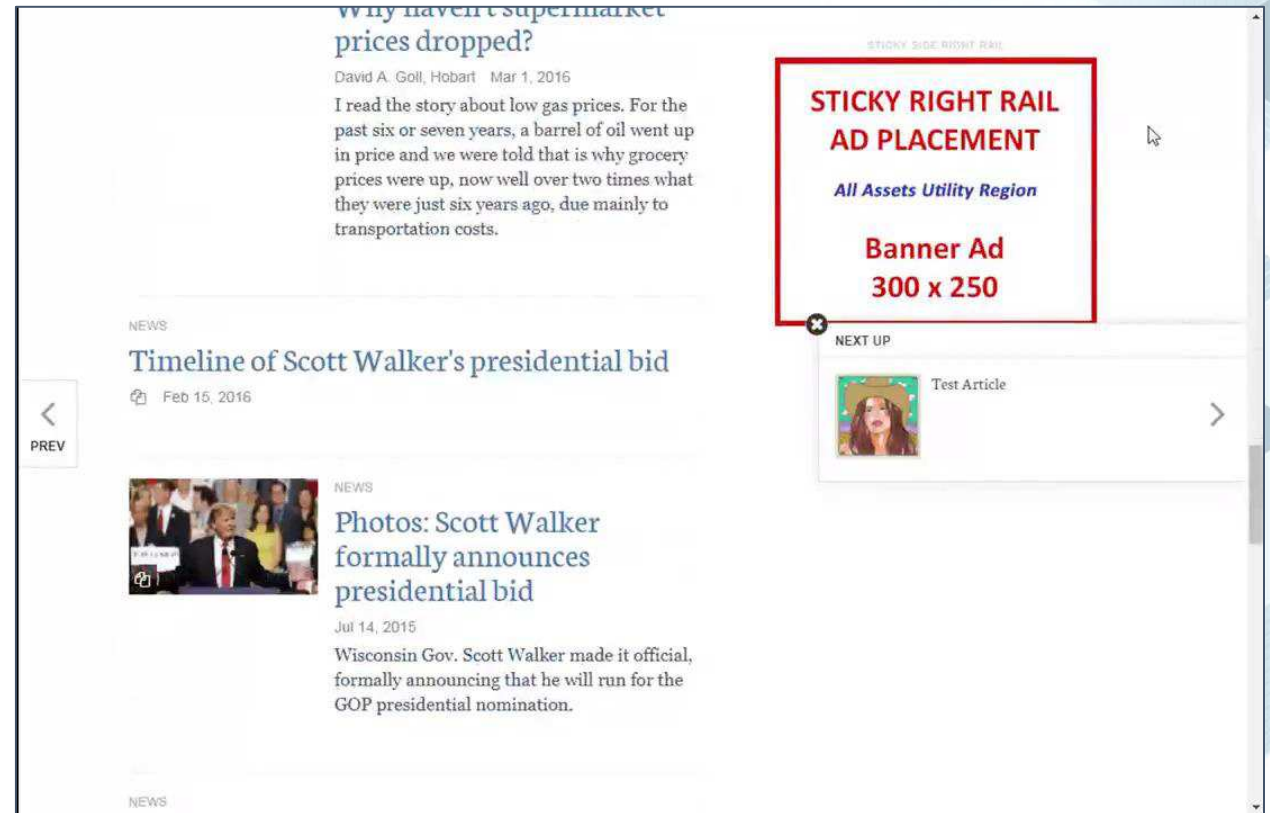
Margins for Card: Mosaic

- Internal margins option
- Create internal spacing that matches the rest of the site
- Create a colored background



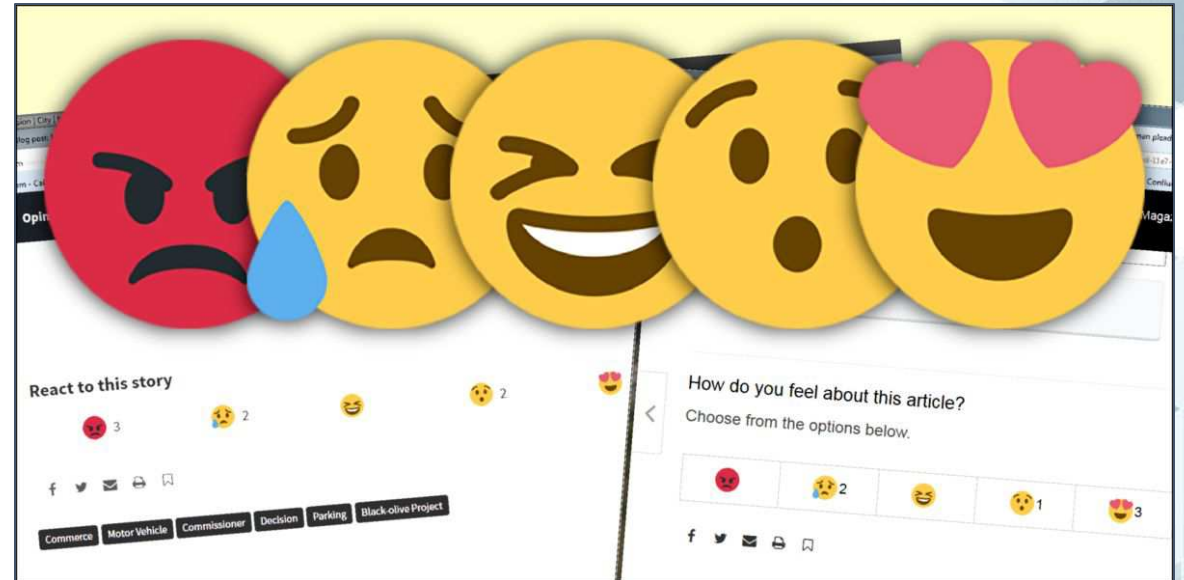
Infinity Scroll with sidebar and sticky

- Increase engagement
- Sticky spot scrolls down into Infinity area
- Caution: side-by-side ads on Infinity Scroll may *reduce* viewability



User Reactions

- Love, anger, sad, funny, wow
- Fun, fast way to react
- Data signals captured about type of story and context
- Create blocks showcasing most engaged articles



Ad Tech improvements



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DFP sizemapping block

- Allows multiple DFP ad sizes in a single block
- Easier setup and maintenance
- Optimized code loads quickly

Edit content block #1545256

Appearance Configuration

Block title:

Template customizations

Sizes

☒ Mobile Viewport Sizes: [[300,250],[\'fluid\']]

☒ Tablet Viewport Sizes: [[300,250],[\'fluid\']]

☒ Laptop Viewport Sizes: [[300,250],[\'fluid\']]

☒ Desktop Viewport Sizes: [[300,250],[\'fluid\']]

Ad Unit

☐ Network Code:

☐ Include Domain: ☐ False ☒ True

☐ Include the URL Map path: ☐ False

Template information

Ads: Google DFP (flex)

This block template will automatically generate the HTML and JavaScript necessary to integrate Google DFP (DoubleClick for Publishers) ad units on a page. Please see Google's online documentation for more information on how to gather your ad units and sizes which are required for this block.

Ad visibility is controlled by ad sizes defined for each viewport. Using standard visibility classes with this block to hide the ad will result in the ad loading, but being hidden.

Edit Change

Save changes Cancel

Sticky ads

- New regions “stick” to the page
- Stay on the page longer
- Higher viewability scores
- Ads or content
- Desktop or mobile



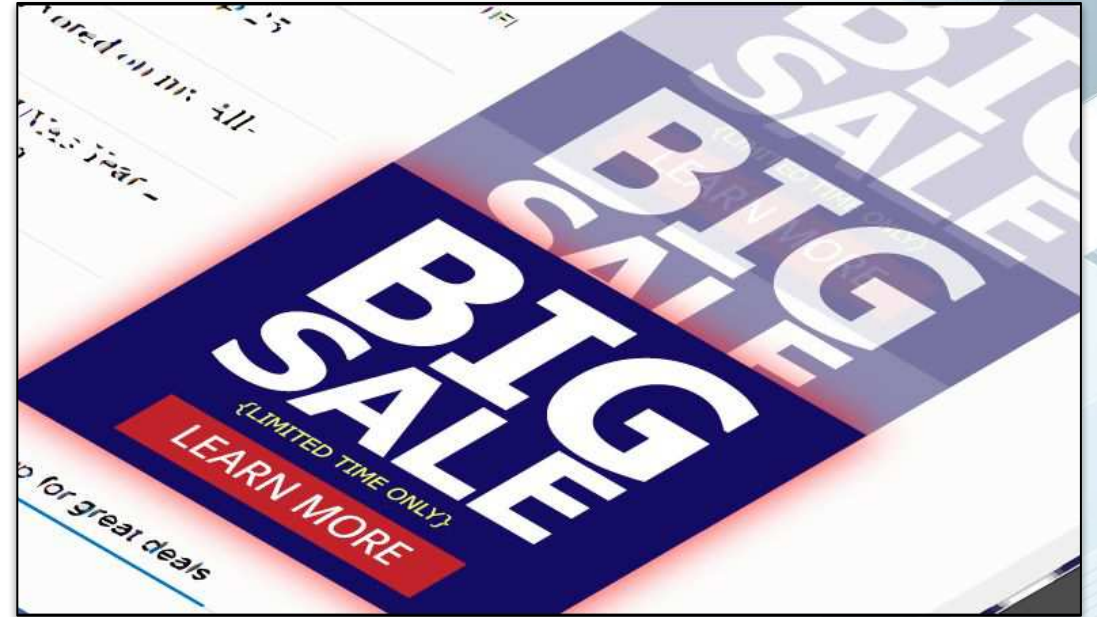
Smart ad refresh

- Multiplies impressions
- Based on user interaction
- No “dead” refreshes
- Smart timer on each ad
- Algorithm ensures maximum viewability



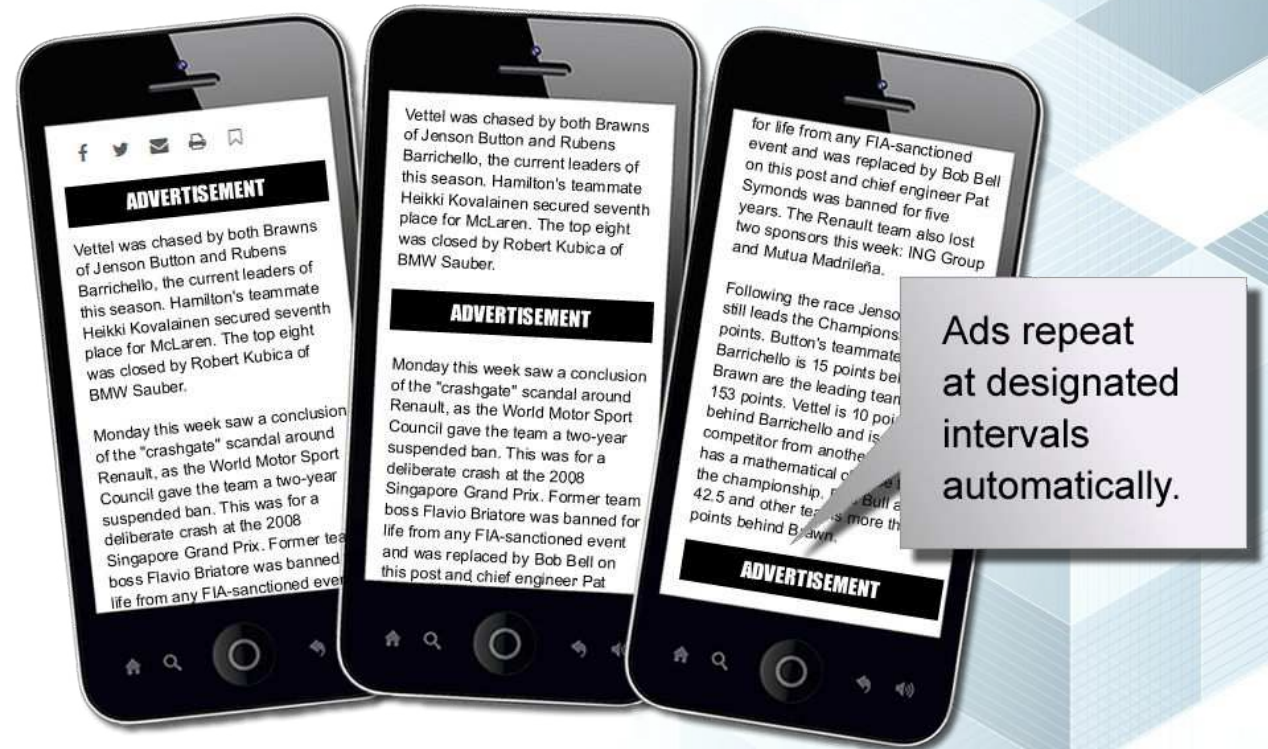
Lazy-loaded ads are key to viewability

- Load only when in view
- Higher viewability = higher CPM
 - Every 10% increase in viewability leads to ~16% increase in eCPM and ~1.8% increase in fill rate*
- No impressions for unviewed ads
- Google DFP only



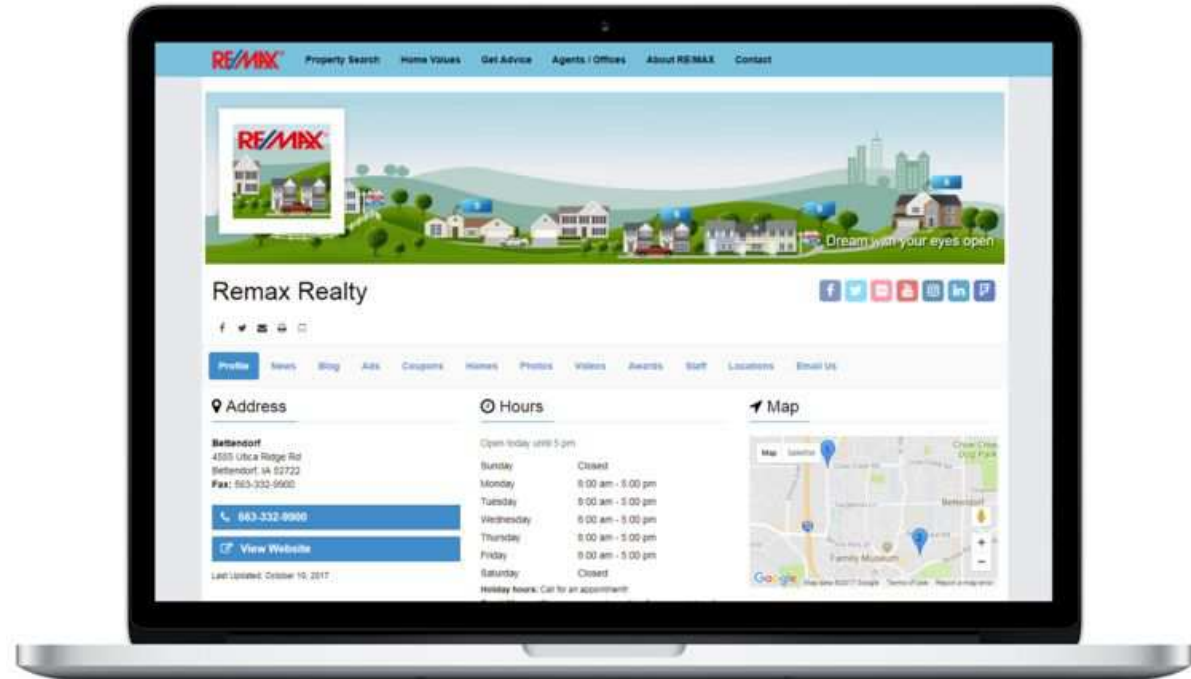
Automatic ads

- Place ads strategically throughout article
 - More ads on long stories
 - Less ads on short stories
- Ensures in-story ads are “Better Ad Standards” compliant
- Choose the best ad interval



Automatic enhancements

- Request enhancement per business
- We fulfill the listing:
 - Logo
 - Store hours
 - Social media
 - Keywords
 - Description & more
- Save time and money



Takeaways

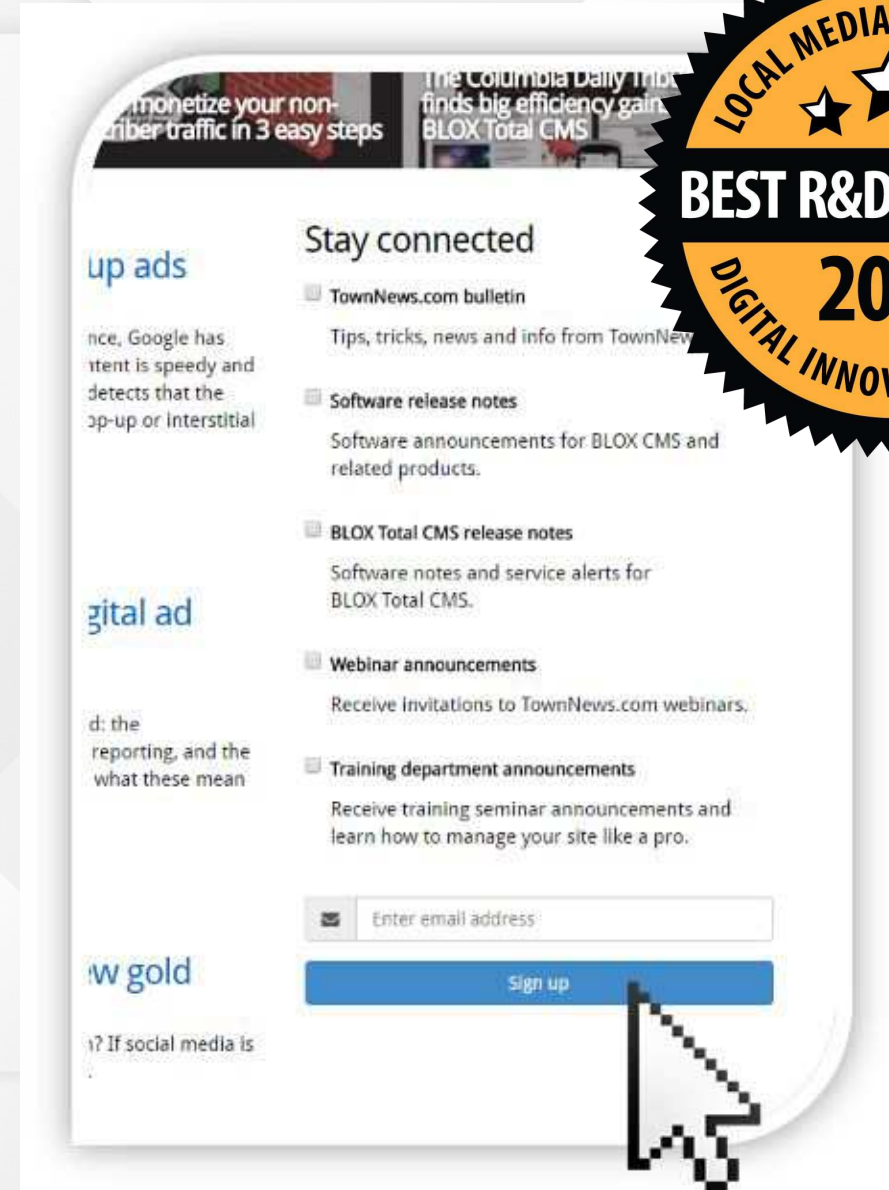
- New design options
- More color and definition
- Improve viewability and CPMs
- Add engagement and data signals

Refresh for spring:

- ☒ *Speed up site*
- ☒ *Improve user experience*
- ☒ *Increase engagement*
- ☒ *Grow ad revenue*

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Refresh for spring:

Thank you!

☒ Increase engagement

☒ Grow ad revenue