



Grow more this Spring with Google Ad Manager

Increase Demand

Step 1: Get the basics right

- ⦿ Opt into ad technologies **O&E**
- ⦿ Use anonymous and branded inventory
- ⦿ Use both text and image ads
- ⦿ Allow multi-size ad sizes
- ⦿ Declare authorized sellers with ads.txt

Step 2: Improve Ad Manager setup

- ⦿ Allow AdX to compete across all inventory **O&E**
- ⦿ Activate First Look
- ⦿ Enable Optimized Competition **O&E**
- ⦿ Set SSP/Networks/Header Bidding line items at Price Priority 12
- ⦿ Update Ad Manager booked rates to reflect ad request CPM

Step 3: Increase earnings

- ⦿ Adopt Open Auction floors opportunities **O&E**
- ⦿ Adopt First Look price floor opportunities **O&E**
- ⦿ Review and troubleshoot non-delivering deals
- ⦿ Remove low-performing deals **O&E**
- ⦿ Allow in-article and in-feed video ads
- ⦿ Use optimal Video ad durations

Improve Supply

Step 1: Improve page layout & visibility

- ⦿ Align ad size distribution with market demand, and cohort vertical
- ⦿ On desktop consider adding above-the-fold ads close to the fold and utilize tall ad units
- ⦿ Implement 320x50/100 ATF and 300 x250 below-the-fold on mobile devices
- ⦿ Allow native and banner ads to compete for peripheral placements
- ⦿ Improve visibility to >70% for your top ad units via optimal ad placement and page speed

Step 2: Increase Page Speed

- ⦿ Measure your site with Pagespeed Insights and implement the optimization suggestions
- ⦿ Increase AMP coverage focusing on top landing pages
- ⦿ Improve ad implementation of AMP by ensuring Demand and Supply Parity
- ⦿ Increase traffic to AMP pages
- ⦿ Adopt UX best practices on AMP

Opportunities flagged with **O&E** can be implemented in the Opportunities and Experiments tab when applicable to your account..