Google

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Uncover and unlock incremental revenue opportunities

The purpose of this document is to help you uncover and unlock incremental revenue opportunities by optimizing your page, app, and Ad Manager setup. This TIPS (Tactical Implementation Process and Strategy) document is meant to combine tactical guidelines, implementation process, best practices and recommendations to set publishers up for success.

Please note that the Help Center is the official source of updated knowledge and support.

Reference links here

- Publisher Yield
- Optimizing Supply Checklist
- Optimizing Demand Checklist
- Testing Methodology
- Reporting and Insights

Publisher Yield

Revenue is the product of Impressions and CPM.

Stated another way, Revenue = Supply (Impressions) * Demand (CPM). Therefore, to maximize revenue, you want to maximize the supply of impressions by creating as many ad opportunities as possible, while also making these impressions as valuable as possible to buyers, so that they will pay higher CPMs.

It is helpful to think about Revenue in terms of Supply and Demand, in order to better understand what you can control on each side of the equation.

![TIPS - TACTICAL IMPLEMENTATION PROCESS & STRATEGY](TIPS logo)

Optimizing Supply Checklist

Ad Load

- ☐ Understand Ad Load and Ad Density by counting the number of ad slots on your page (Load) and calculating the percentage of your page covered by ads (Density). Ask yourself these questions:
    - ☐ How does your site compare to competitors?
    - ☐ How is my Ad Load and Ad Density different on Desktop vs Mobile?
    - ☐ How sensitive are my users to adding additional ad slots? What are the UX tradeoffs? Metrics to monitor: time on site, repeat visitors, and other qualitative feedback methods (user feedback reports, user panels, complaints)
- ☐ Use KVs to facilitate reporting of ad slot positions e.g., fold=atf, btf or position =1,2,3 etc.
- ☐ Test adding additional ad slots on specific pages and perform a pre/post analysis on impression and revenue uplifts, as well as monitor user engagement changes

Ad Slot Positioning

- ☐ Test your site on different device types/screen sizes to optimize ad slot positioning for each combination
    - ☐ How many ads are above the fold when the page loads?
    - ☐ How many ads are above the average user's scroll distance?
    - ☐ Are my vertical ad units higher in the page?
- ☐ Ensure your first ad slot is placed within a maximum distance of 2 viewports from the top

High Viewable & High Value Formats

- ☐ Consider testing and implementing [Anchor Ads](#)
- ☐ Consider testing and implementing [Native Ads](#)
- ☐ Consider testing and implementing [Native Multiplex Ads](#)
- ☐ Understand the [TrueView format](#) for video and its benefits
- ☐ Optimize TrueView eligibility
    - ☐ Implement the [IMA SDK](#)
    - ☐ Ensure AdX Line Items set to [allow Skippable](#)
    - ☐ Ensure high Video [Viewability](#)

- ☐ [Ensure video is audible by default, not scroll to play, and mid-roll content duration >=10 minutes](#)
- ☐ Ensure Google Ads demand [is not blocked](#)
- ☐ Ensure Video Player Size is at least 256x144. Bigger sizes will fill more.

Unfilled Impressions

- ☐ Find where your inventory is [serving blank ads](#)
- ☐ [Troubleshoot Unfilled Impressions](#)
  - ☐ [Traffic Backup Line Items](#)
  - ☐ [Track intentionally unfilled inventory to exclude from Unfilled Troubleshooting](#)

Ad Refresh

- ☐ [Implement Ad Refresh for Web via GPT](#)
- ☐ [Implement Ad Refresh for Mobile Apps](#)
- ☐ [Review Ad Refresh Trigger options](#)
- ☐ [Don't time-based refresh too often](#)
- ☐ Declare your [Ad Refresh settings](#) to comply with AdX Policy
- ☐ Consider implications of implementing refresh on Direct Advertiser Relationships
- ☐ Understand that [Programmatic Buyers see if inventory is refreshed](#) and will bid less accordingly

Ad Blocking

- ☐ Understand whether your users are using [Ad Blockers](#)
- ☐ Test ["Anti-ad block"](#) tools to encourage or require users unblock your site
- ☐ Explain why you are requesting users unblock your ads
- ☐ Test and iterate on different messaging copy to optimize unblock rates

Page Speed

- ☐ Understand why [Speed Matters](#)
- ☐ Understand your Page Speed performance with the [Page Speed Insights Tool](#)
  - ☐ Ensure to run pre/post analysis when making Page Speed improvements

Ad Speed

- ☐ Understand your Ad Speed and Quality with the [Publisher Ads Audit Tool](#)
- ☐ Understand your Ad Speed via [Ad Manager's Ad Speed Dashboard](#)
- ☐ Dive deeper into Ad Speed via the [Ad Speed Reporting Tool](#)

Find and Reduce VAST Errors

- ☐ Review the [VAST Errors Home Card](#)
- ☐ Report on [VAST errors](#)
  - ☐ Understand your [Fatal vs Non-Fatal Errors](#)
  - ☐ Use the [Video Creative Quality report](#) to dive deeper
- ☐ [Fix VAST errors](#)
  - ☐ [Implement Video Fallback](#)
- ☐ Review and customize [VAST error Delivery Notifications](#)
- ☐ Leverage [Video Creative Profiles](#) to reduce VAST errors

Optimizing Demand Checklist

Optimize Ad Sizes and Formats

- ☐ Enable [ad expansion and contraction](#)
- ☐ Enable [in-article and in-feed video ads](#) ("outstream") to compete with display

Viewability

- ☐ Understand [Active View Viewability](#) metrics
- ☐ Understand how Active View Viewability is [calculated](#) and [measured](#)
- ☐ Implement [Viewability Best Practices](#)
- ☐ [Troubleshoot](#) low Viewability
- ☐ Ensure you're identifying your inventory by [creating slot-specific Key Values](#)
  - ☐ Combine relevant dimensions (e.g., Ad Unit, Inventory Type, Device Category) and [Report on Key Values](#)
- ☐ Aim for >70% Viewability on your most important inventory
- ☐ Review the [3P's of Video Viewability](#)

Maximize Competition

- ☐ Understand the details of the Ad Selection process
- ☐ Create AdX Line Items (Display, Video) which targets all Inventory ("Run of Network")
- ☐ Ensure "all sizes" are included in the Line Items
- ☐ Explicitly target Special Ad Units if you want AdX to be eligible
- ☐ Review AdX Line Item Best Practices
- ☐ Implement Open Bidding to maximize competition from multiple demand partners
- ☐ Create a Publisher Profile to make your inventory discoverable by Marketplace buyers
- ☐ Remove roadblocks on Remnant Line Items
- ☐ Ensure other demand partners and HB Line Items are booked at Priority 12
- ☐ Increase your Video CPM and Fill Rates
- ☐ Allow banners to compete with Native Ads

Re-evaluate Protections and Category Opt Ins

- ☐ Review your Protections and consider revenue tradeoffs of blocks
- ☐ Review your Ad Experiences opt-ins
- ☐ Review your Restricted Category opt-ins and consider revenue tradeoffs
- ☐ Review your allowed Ad Technologies

Review Ad Manager Revenue Opportunities

- ☐ Review your Ad Manager Revenue Opportunities regularly
  - ☐ Add Native Formats
  - ☐ Allow AdX to compete for your impressions
  - ☐ Target CPM on Unified Pricing Rules
  - ☐ Opt-in to high performing ad technologies
  - ☐ Optimized Competition
  - ☐ Stop Low Performing Deals
  - ☐ Unblock advertiser URLs
  - ☐ Unblock general categories
- ☐ Run an experiment from an opportunity
- ☐ Run a manual experiment to A/B test changes

☐ Ensure experiments have sufficient volume and time to generate meaningful results

Leverage Ad Manager's Optimization Features

☐ Enable [Dynamic Allocation](#)

☐ Enable [First Look](#)

☐ Enable [Optimized Competition](#)

☐ Allow [Open Auction Buyer Competition in Private Auctions](#)

☐ Enable [Target CPM](#) or [Optimized Floor Prices](#) to leverage Google's Machine Learning expertise

Review Pricing Rules

☐ Review your [Top Pricing Rule Card](#)

☐ Review your [Unified Pricing Rules](#)

☐ Implement [Unified Pricing Rules best practices](#)

☐ Leverage the [Bid report type](#) (narrow by "Bids") to understand your bid landscape

☐ Enable [multi-size pricing](#) in the Open Auction

Audiences

☐ Leverage [First Party and Third Party segments](#)

☐ Implement [PPID](#) across all inventory

☐ Enable [PPID for programmatic](#)

☐ Enable [1P Cookies and same-app key](#)

Signals

☐ Ensure you are passing [Content_URL](#) on App

☐ Ensure you are passing [Description_URL](#) for Video

☐ Claim your [Mobile apps and CTV apps](#)

☐ Ensure you are using the most up to date [Mobile SDKs](#) and [Video SDKs](#)

Authorized Inventory

☐ Declare Authorized Sellers with [Ads.txt and App-Ads.txt](#)

☐ [Troubleshoot](#) any Ads.txt/App-Ads.txt issues

☐ [Opt in to Sellers.json](#)

Testing Methodology

☐ Develop systematic approach to testing changes and evaluating effects
- ☐ Track your experiments, experiment details, and results
- ☐ Start with a hypothesis or question
- ☐ Establish success criteria and how you will measure it
- ☐ Anticipate and plan for obstacles and undesired consequences
- ☐ Document all changes with date and time stamps to isolate changes
- ☐ Perform pre/post experiment analysis and review results
- ☐ Apply your learnings to future experiments - do more of what worked and less of what didn't

Reporting and Insights

☐ Leverage the [Data Studio integration](#) to visualize Ad Manager Reports

☐ [Schedule and share](#) Ad Manager reports

☐ Enable [API access](#) and [use the API](#) and [sample code](#) for advanced use cases

☐ Consider enabling [Data Transfer](#) to provide event-level data for advanced analysis

☐ Leverage the [BigQuery Data Transfer Service](#) to automatically create schemas and ingest your Data Transfer files for easier analysis in BigQuery