Google

Growing Viewability

Agenda

1. What is ad viewability?

2. Why is ad viewability important for publishers?

3. How to improve ad viewability?

4. FAQs

Google

Measuring Ad Viewability

Just because your ad is served on the web or in an app, doesn't mean people will see it. Viewability tells you whether an ad had the chance to be seen or not.

77%

23%

1. What is Ad Viewability?

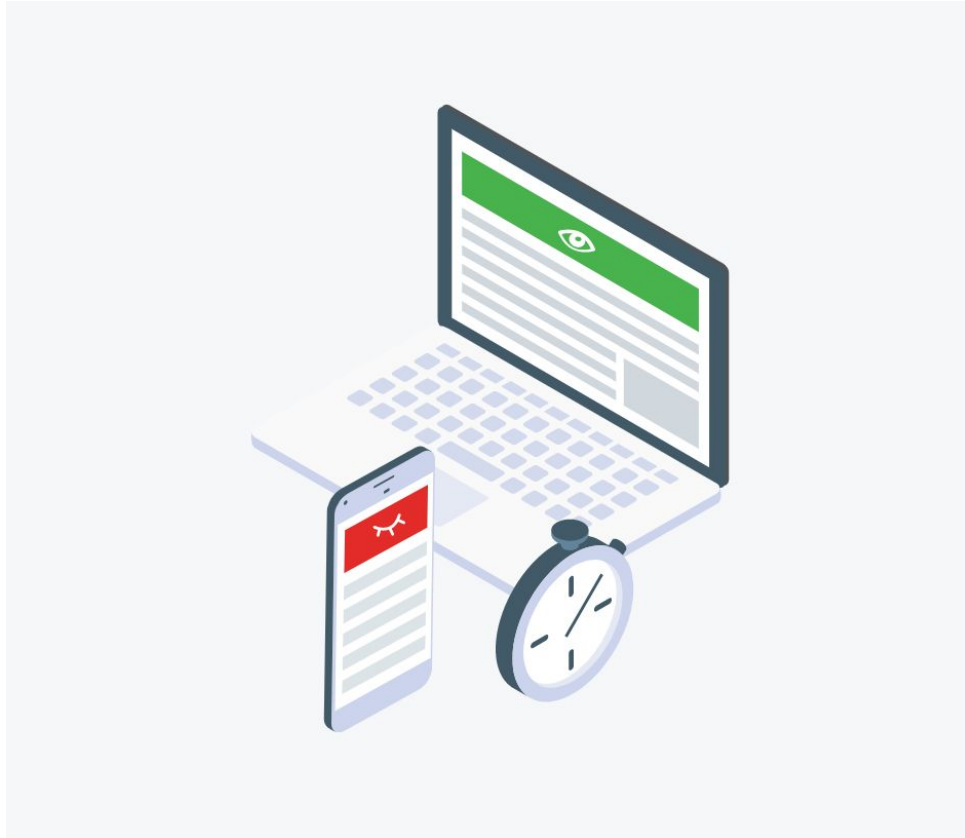**VIEWABLE IMPRESSIONS:** A new industry standard

A display ad is considered viewable when **50% of an ad's pixels are in view** on the screen **for a minimum of one second,** as defined by the Media Rating Council.

ONE SECOND

Viewability rate: Percentage of ads determined viewable out of the total number of ads measured.

Google

What is Ad Viewability: LIVE Demo

When would an ad counted as"viewable"?

50% of ad pixels are seen for

≥1 s

Check how viewable your ads are

2. Why Viewability Matters

Google

Does Ad Viewability matters?

- Buyers regularly looking for:
    - Ads ATF (First screen view)
    - Ads with high viewability

- In scaled programmatic campaigns, buyers cherry pick impressions based on viewability criteria.

Google

In DBM, Viewability is one of the targeting criteria

In DBM, advertisers could optimize buying by vCPM

But majority of ads are not seen

58%

of ad impressions are not seen

Viewability Distribution Across Domains

3%	10%	16%	19%	19%	15%	10%	5%	2%	0.2%
0%-10%	10-20%	20-30%	30-40%	40-50%	50-60%	60-70%	70-80%	80-90%	90-100%
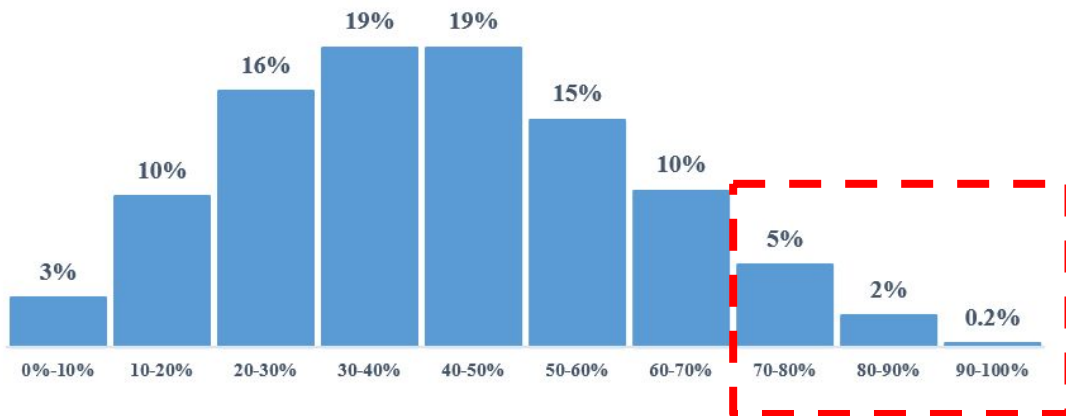
<10% pubs have viewability >70%

Google

Globally, IAB recommend 70% viewability

Viewability Distribution Across Domains

IAB recommends publishers shoot for 70% viewability

Source: AdWords internal dash
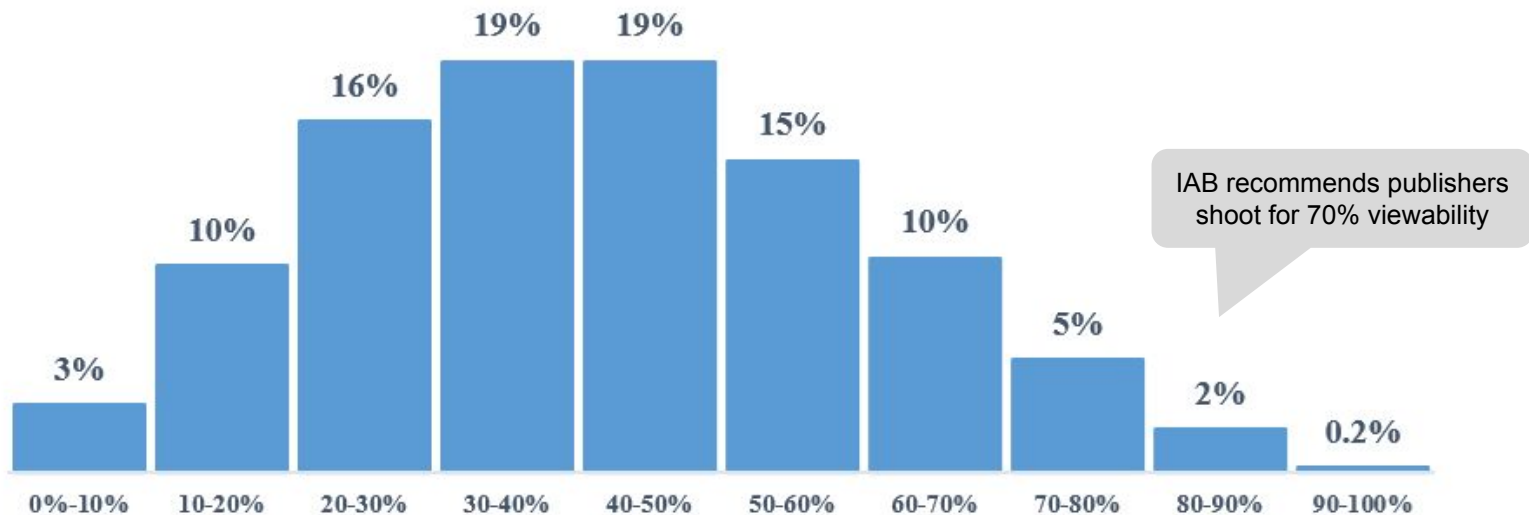
Our recommendation for Active View for APAC

>50% overall

>70% desktop

>40% mobile

Country

Indonesia ▼

YOUTUBE ADS

95%

WEB & APP VIDEO ADS

68%

DISPLAY ADS

59%

Google

Country

Vietnam ▾

YOUTUBE ADS
95%

WEB & APP VIDEO ADS
63%

DISPLAY ADS
59%

Google

3. How to improve Viewability?

1. Use unique ad units for different ad sizes & placements

Eg. Ads audit on a news' site layout

RPM Index	CTR	AVV
168	0.25%	49%
153	0.37%	68%
267	0.79%	81%
100	0.19%	28%
025	0.05%	3%

Top banner

1rec

Premium rec

The fold

2rec

Bottom

footer

※RPM is relative to the 2nd rectangle
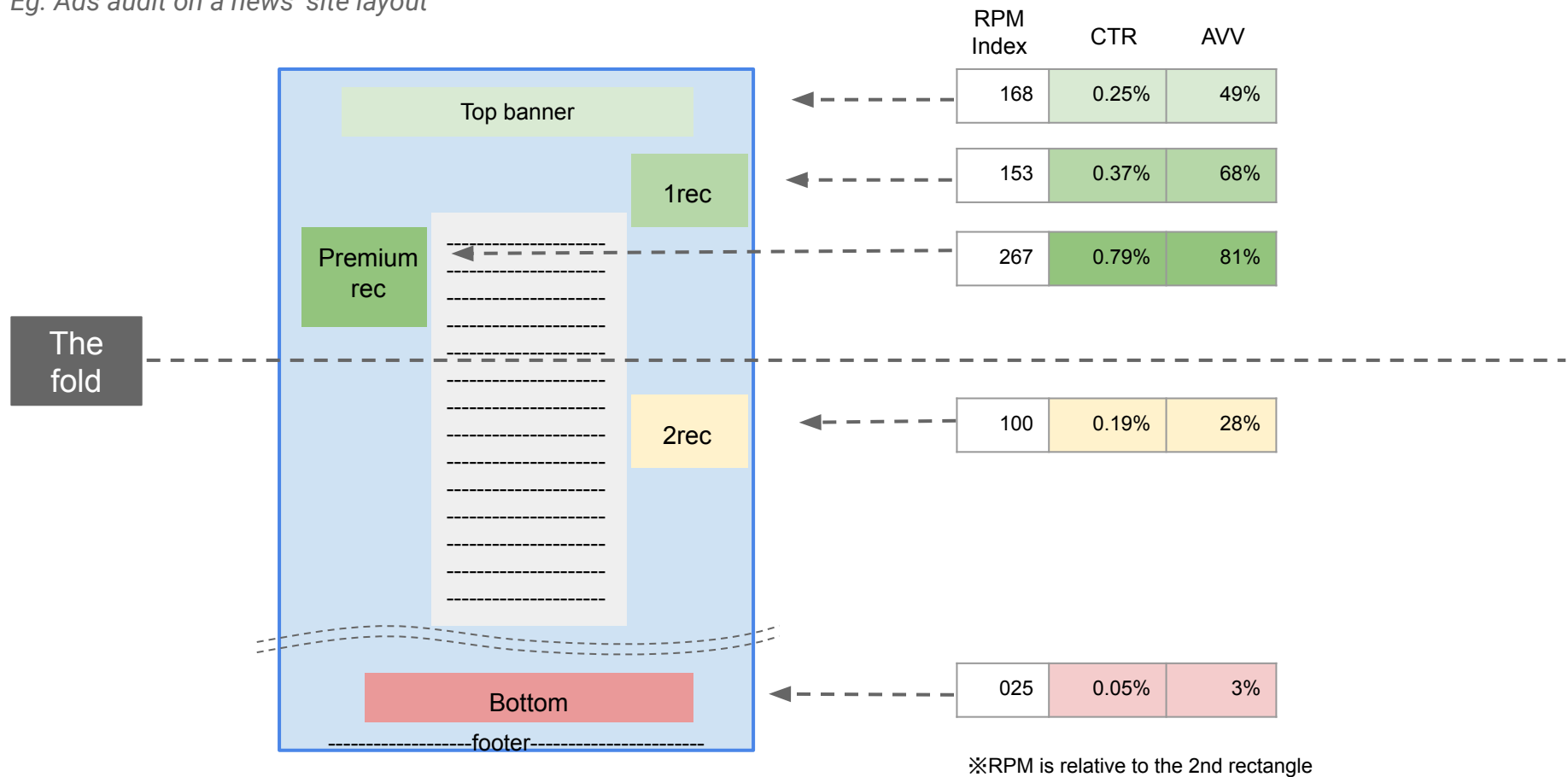
2. Have an ad above the fold (ATF)

The fold

Above the fold (ATF)

Below the fold (BTF)
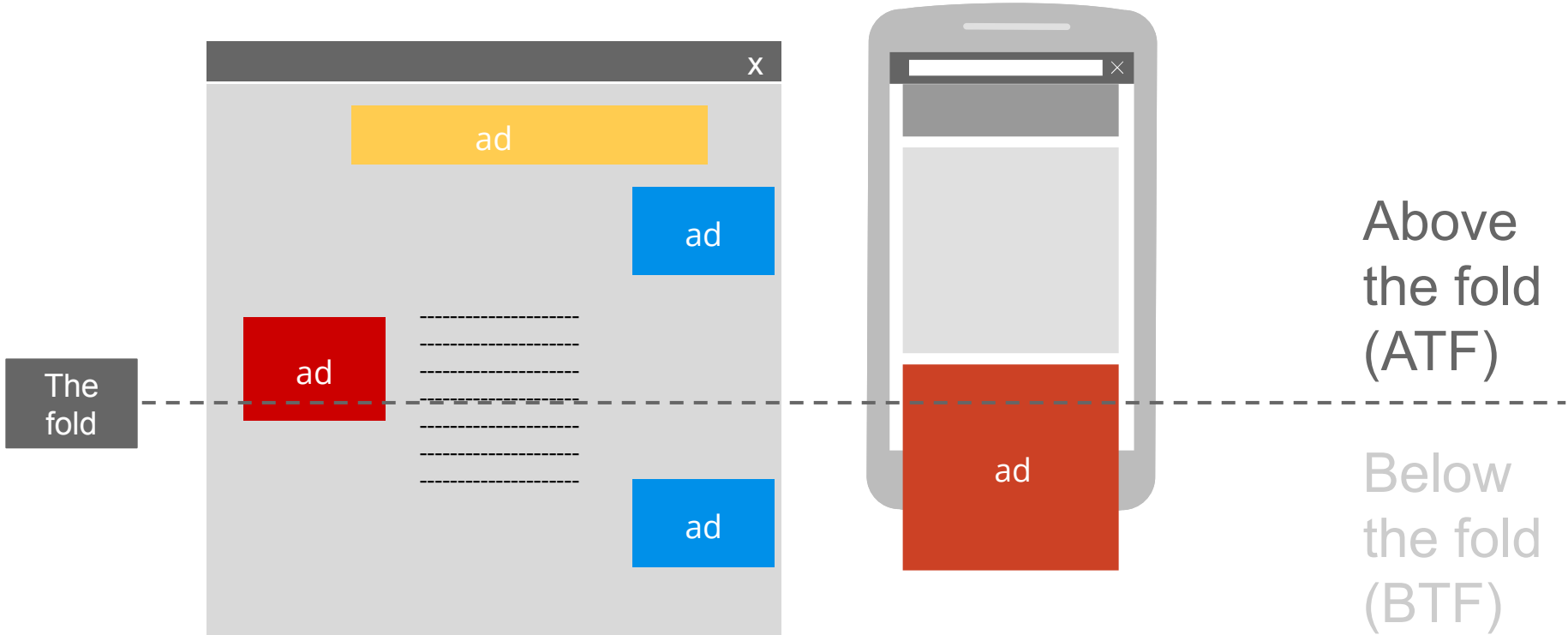
Ad placement recommendation for mobile

Good

TITLE

300 x 250

CONTENT

300 x 250

CONTENT

Better

320x50

TITLE

CONTENT

300x250

CONTENT

eCPM +20%
AVV +75%
after moving ad position
from header to second
view

Best

TITLE

CONTENT

300x250
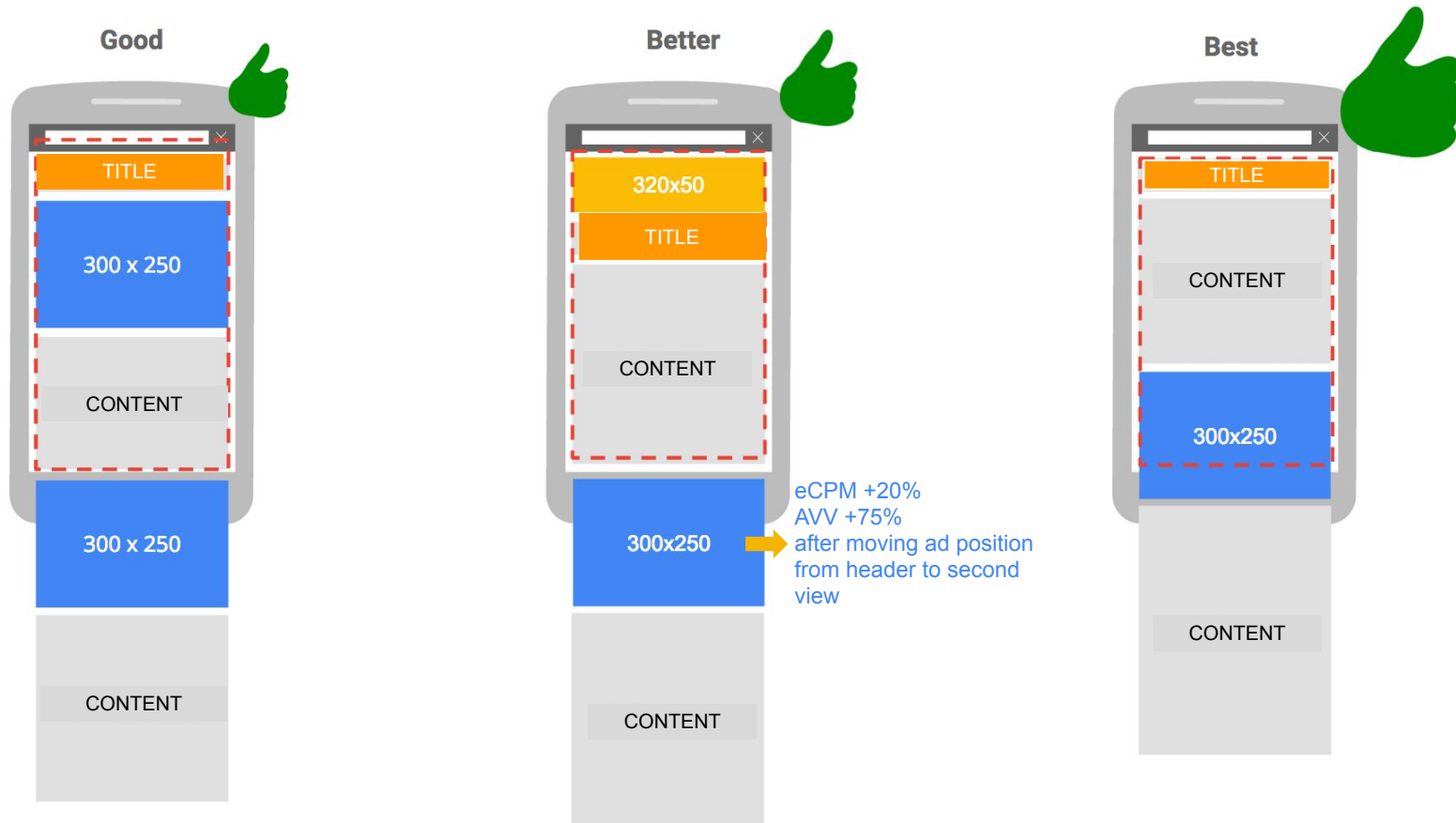
CONTENT

3. Place ads near the most engaging content

4. Use larger ad sizes

320x100

Above the fold (ATF)

The fold

Below the fold (BTF)

300x250/
336x280

300x250/
336x280

Peak ATF

Mobile Web recommendation:
- 336x280
- 300x250

If you're currently using 300x50 as a "leaderboard", try 320x100.

Google

4. Use larger ad sizes

Desktop Web
recommendation:
- 970x250
- 300x600
- 160x600

5. Optimize ad sizes every screen

Optimize your responsive ads

It is possible to control the ad sizes for every screen sizes.

970x250
on Desktop

580x400
on Tablet

320x100
on Mobile

Google

5. Optimize ad sizes every screen

You can modify the responsive ad code so that the ad unit size matches users' screen width - when they are browsing through mobile smart phones, tablet or desktop.

For example:

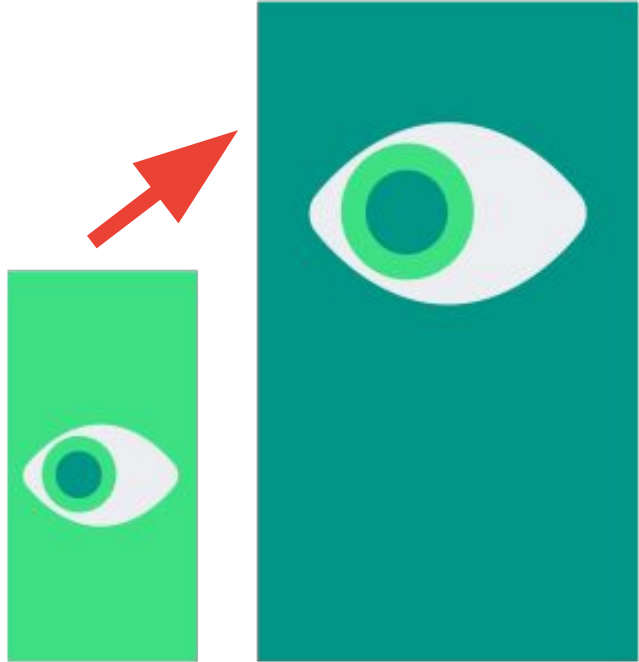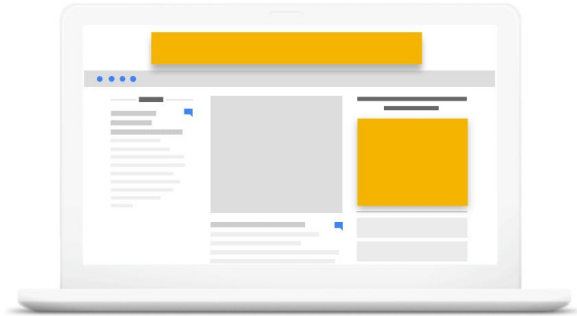| Devices	Screen size	Ad size
smartphone	<500 px	320x100
tablet	500-799	468x60
desktop	>800 px	728x90

```
<style>
.example_responsive_1 { width: 320px; height: 100px; }
@media(min-width: 500px) { .example_responsive_1 { width: 468px; height: 60px; } }
@media(min-width: 800px) { .example_responsive_1 { width: 728px; height: 90px; } }
</style>
<script async src="//pagead2.googlesyndication.com/pagead/js/adsbygoogle.js">
</script>
<!-- example_responsive_1 -->
<ins class="adsbygoogle example_responsive_1"
     style="display:inline-block"
     data-ad-client="ca-pub-XXXXXXX11XXX9"
     data-ad-slot="8XXXXX1"></ins>
<script>
(adsbygoogle = window.adsbygoogle || []).push({});
</script>
```

https://support.google.com/adsense/answer/6307124?hl=en

PageSpeed & Additional Resources
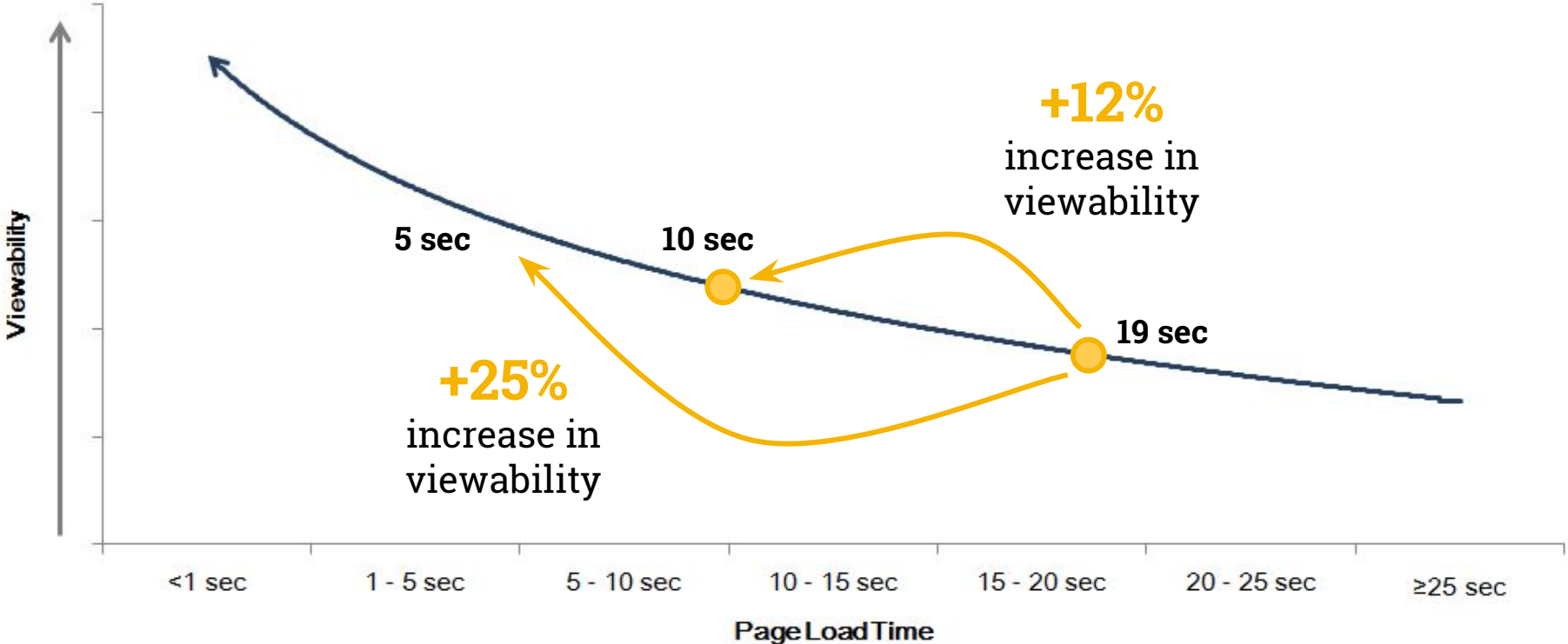
Recap:
Ad Viewability correlates positively with eCPM. To boost ad viewability…

Optimize Ads

1. Use unique ad unit for every ad placements.
2. Regularly check the ad unit performance.
3. Place ads where users are most engaged (eg. before sub-headlines).
4. Use larger ad sizes.
5. Optimize ad sizes for every screen by using controlled responsive ads.

4. FAQs

Google

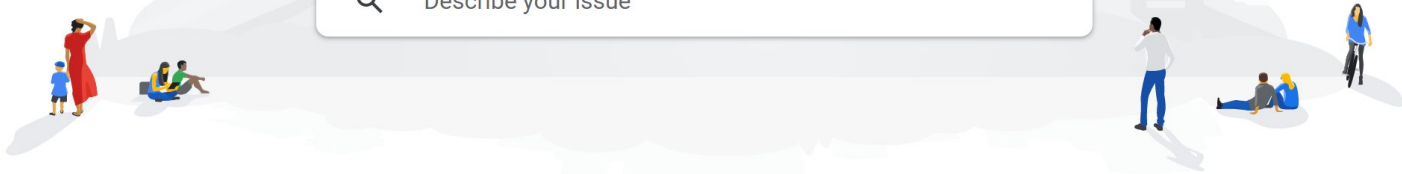# How to ask question when you have any inquiries?

AdSense Help

Help Center   Community   Announcements

AdSense ⬈   Contact us

How can we help you?

🔍 Describe your issue

Get started   ⌃

Google

Thank You!

Google