



# Growing Viewability

# Agenda

1. What is ad viewability?
2. Why is ad viewability important for publishers?
3. How to improve ad viewability?
4. FAQs

# 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

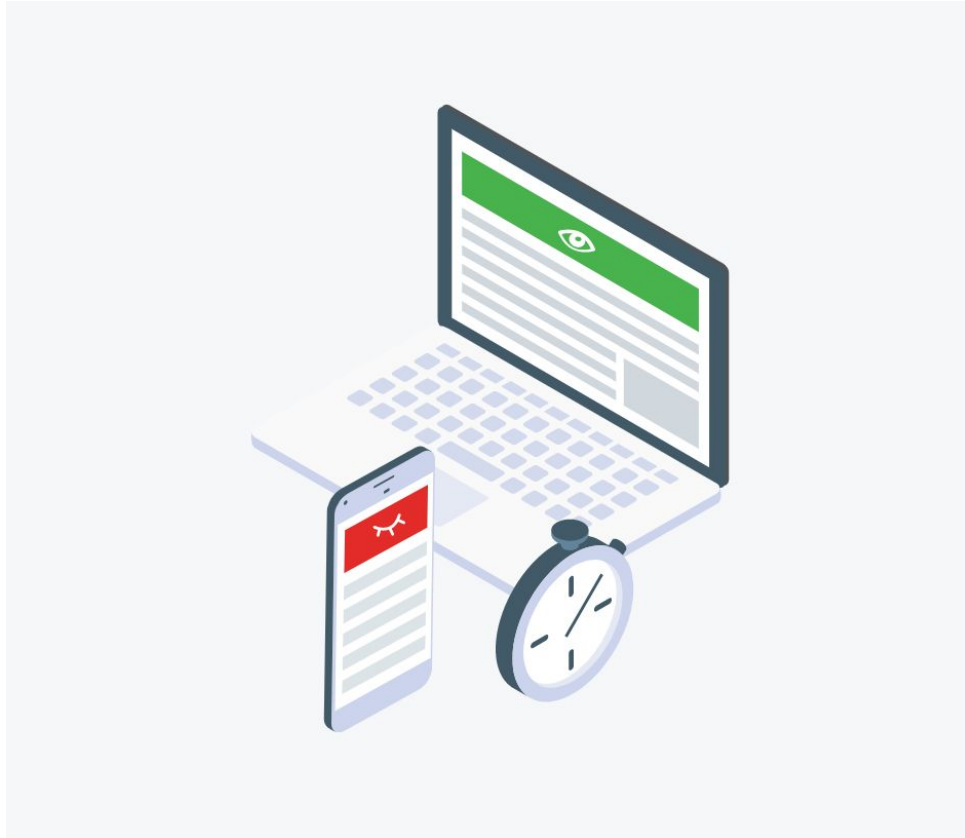
A display ad is considered viewable when **50% of an ad's pixels are in view** on the screen **for a minimum of one second**, as defined by the Media Rating Council.



## Viewability rate:

Percentage of ads determined viewable out of the total number of ads measured.

# What is Ad Viewability: LIVE Demo



# When would an ad counted as “viewable”?



50% of ad pixels are seen for  
 $\geq 1$  s

# Check how viewable your ads are

Earnings at risk - You need to fix some ads.txt file issues to avoid severe impact to your revenue. [FIX NOW](#) [LEARN MORE](#)

- Home
- Ads
- Ads for search
- Sites
- Blocking controls
- Reports**
- Optimization
- Payments
- Account
- Feedback

- All reports +
- Default report**
- All Time ⋮
- Entire account by day
- Sites
- Content platform
- Countries


Report by Days + add Save as Download

Filter  IDR Options Last 7 days  
Aug 2, 2019 – Aug 8, 2019

Overview **Clicks** Views Active Views Engagements Ad sessions

Estimated ear...	Page views	Impressions	Clicks	Page RPM	Impression RP...	Active View Vi...
						<b>61.75%</b>

Day Week Month



## 2. Why Viewability Matters



# 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.**

# In DBM, Viewability is one of the targeting criteria

The screenshot shows the targeting menu in Google Ads. The left sidebar lists the campaign details: DFA0 test advertiser (DFA7), DCM Ad Tag, and DCM Ad Tag Experiment (#2). The 'Targeting' section is selected in the sidebar. The main menu includes 'Add Targeting' (highlighted in green), 'Content', 'Inventory Source', 'Brand Safety', 'Channels & URLs Added', 'Keywords', 'Categories', 'Environment Added', 'Viewability' (highlighted with a red box), 'Language', 'Audience', 'Audience Lists', and 'Media Quality (Third Party)'.

The screenshot shows the 'Viewability' settings in Google Ads. The 'Viewability' section is highlighted in blue. Below it, the 'Active View' section is shown with a dropdown menu for 'Predicted Viewability'. The dropdown menu lists the following options: 90% or greater (most viewable), 80% or greater, 70% or greater, 60% or greater, 50% or greater, 40% or greater, 30% or greater, 20% or greater, 10% or greater (highlighted in blue), and All impressions (greatest reach) (checked with a checkmark). Below the dropdown, the 'All impressions (greatest reach)' option is selected in a blue box. The 'Ad Position (Publisher Supplied)' section is also visible, with 'Target by' set to 'Include' and 'Ad Position' set to 'All positions'.

# In DBM, advertisers could optimize buying by vCPM

Dates Same as insertion order [edit](#)  
Line item will run while insertion order is in flight

Budget  AUD  Unlimited

Pacing **Flight**  **Ahead**

Frequency Cap  Limit frequency to  exposures per  Days

Bid strategy Optimize for A\$1.00 viewable CPM bid [edit](#)  
[Advanced bidding options](#)

Partner revenue model **Total Media Cost Markup**

Total Media Cost Markup  %

Conversion counting Count all conversions (post-view and Selected (1))

Pixel Name
DBM Conversion Pixel
Type to search
DBM Conversion Pixel
Buy Complete

While spending full budget, **Minimize CPA**

Meet or beat goal of  CPA   
Maximize performance if the full budget can be spent.  
Maximize spend at the goal CPA if the full budget cannot be spent.

**Optimize for viewable CPM bid.**  
Specify a viewable CPM bid.

Fixed bid  
Specify a fixed bid.

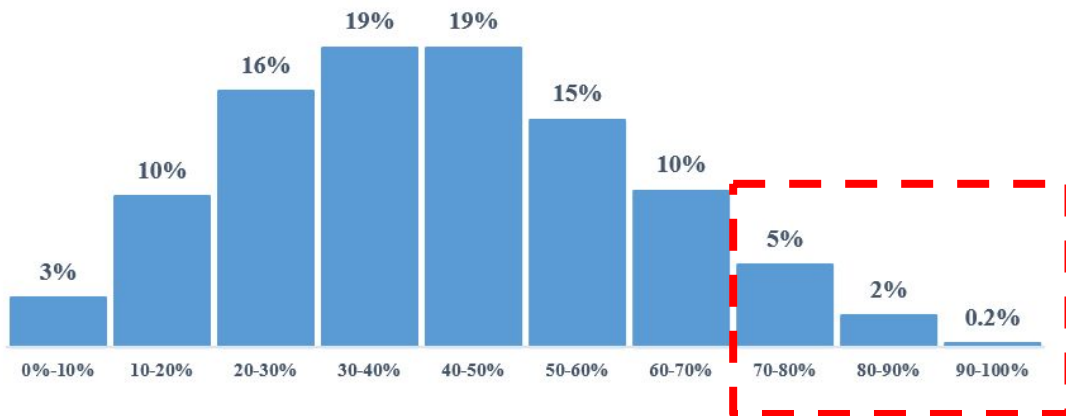
# But majority of ads are not seen



**58%**

of ad impressions are not seen

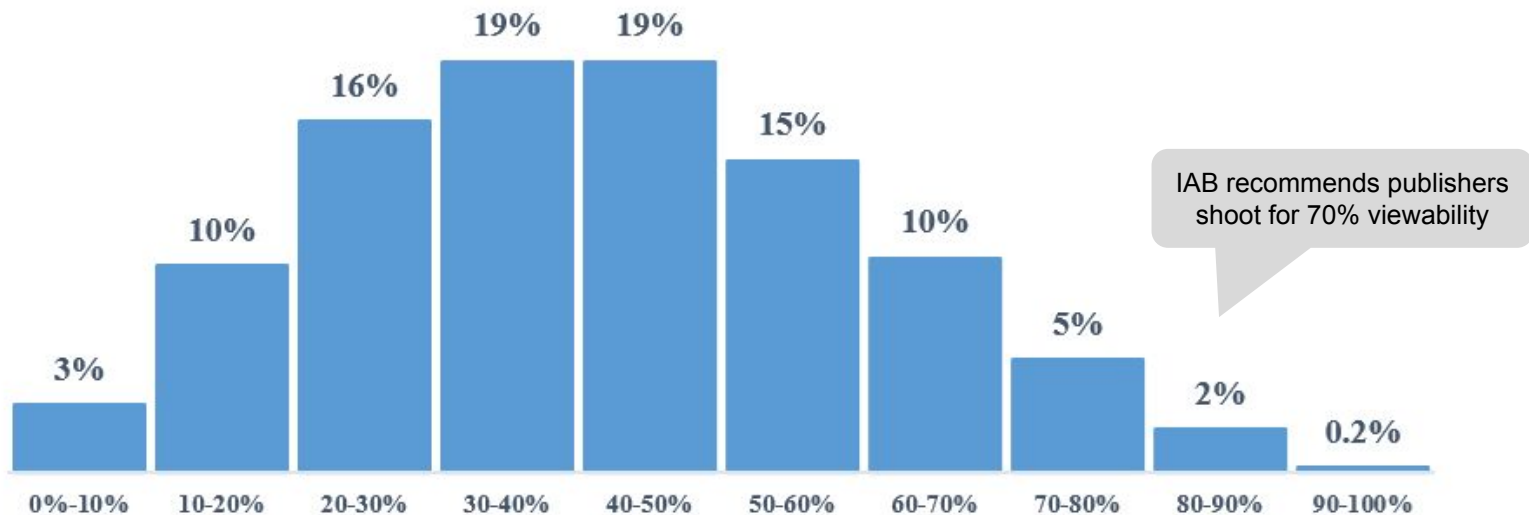
## Viewability Distribution Across Domains



**<10%** pubs have viewability **>70%**

# Globally, IAB recommend 70% viewability

## Viewability Distribution Across Domains




# 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%



Country

Vietnam



YOUTUBE ADS

95%

WEB & APP VIDEO ADS

63%

DISPLAY ADS

59%



# 3. How to improve Viewability?

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

**Common reports**

- Entire account by day
- Sites
- Countries
- Ad units**
- Platforms
- Products

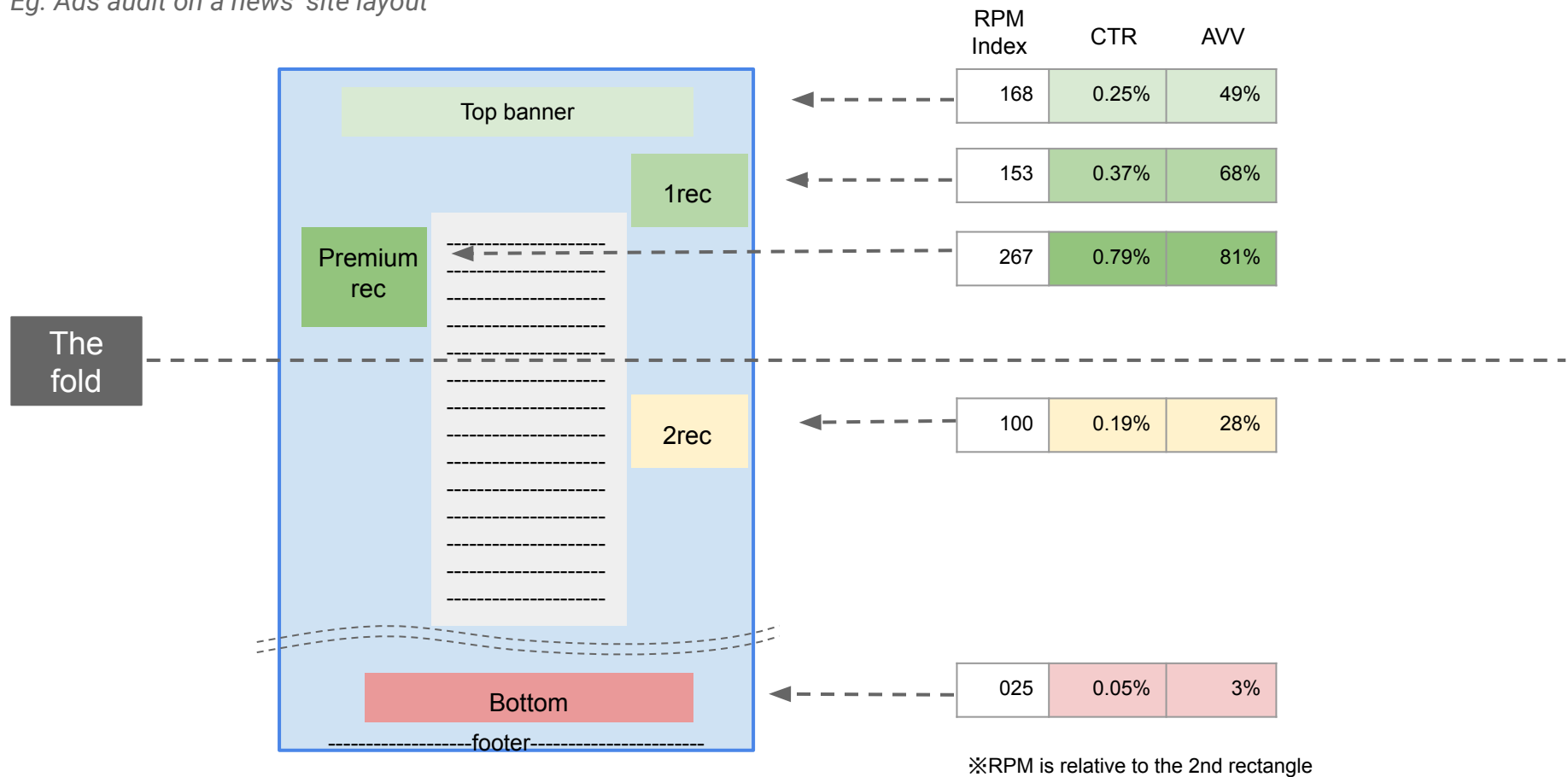
Advanced reports

Revenue profile

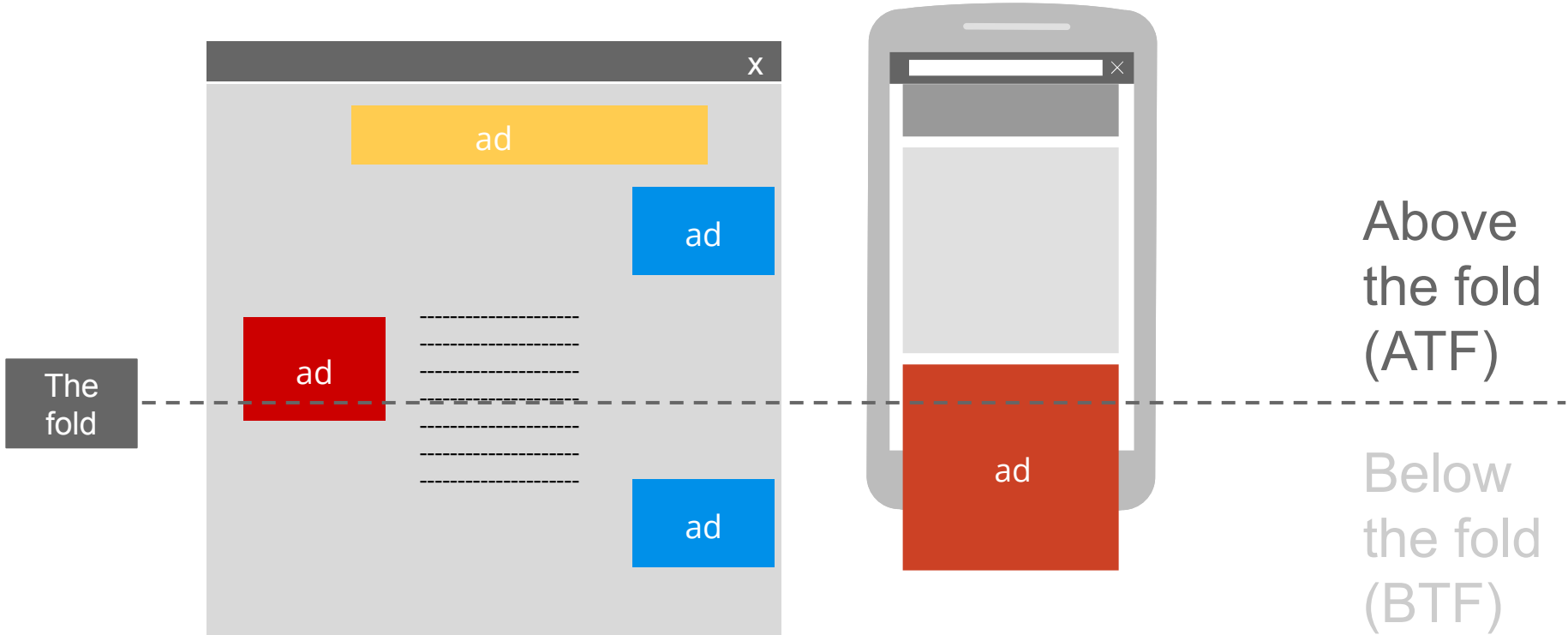
Events

<input type="checkbox"/>	Ad unit	Product	Impressions	Clicks	Impression RPM	Active View Viewable	Estimated earnings
<input type="checkbox"/>	ResponsiveAds	AdSense for Content				37.42%	
<input type="checkbox"/>	Mobile-ContentTop-336x280	AdSense for Content				29.55%	
<input type="checkbox"/>	Mobile-ContentBottom-336x280	AdSense for Content				26.24%	
<input type="checkbox"/>	Mobile-ContentMiddle-336x280	AdSense for Content				50.36%	
<input type="checkbox"/>	Mobile-FeedMiddle-336x280	AdSense for Content				16.33%	
<input type="checkbox"/>	Desktop-ContentTop-728x90	AdSense for Content				50.73%	
<input type="checkbox"/>	Mobile-FeedBottom-336x280	AdSense for Content				14.24%	
<input type="checkbox"/>	Mobile-FeedTop-320x100	AdSense for Content				38.55%	
<input type="checkbox"/>	Desktop-ContentRightBarBottom-300x250	AdSense for Content				67.81%	
<input type="checkbox"/>	Desktop-ContentRightBarTop-336x280	AdSense for Content				43.86%	

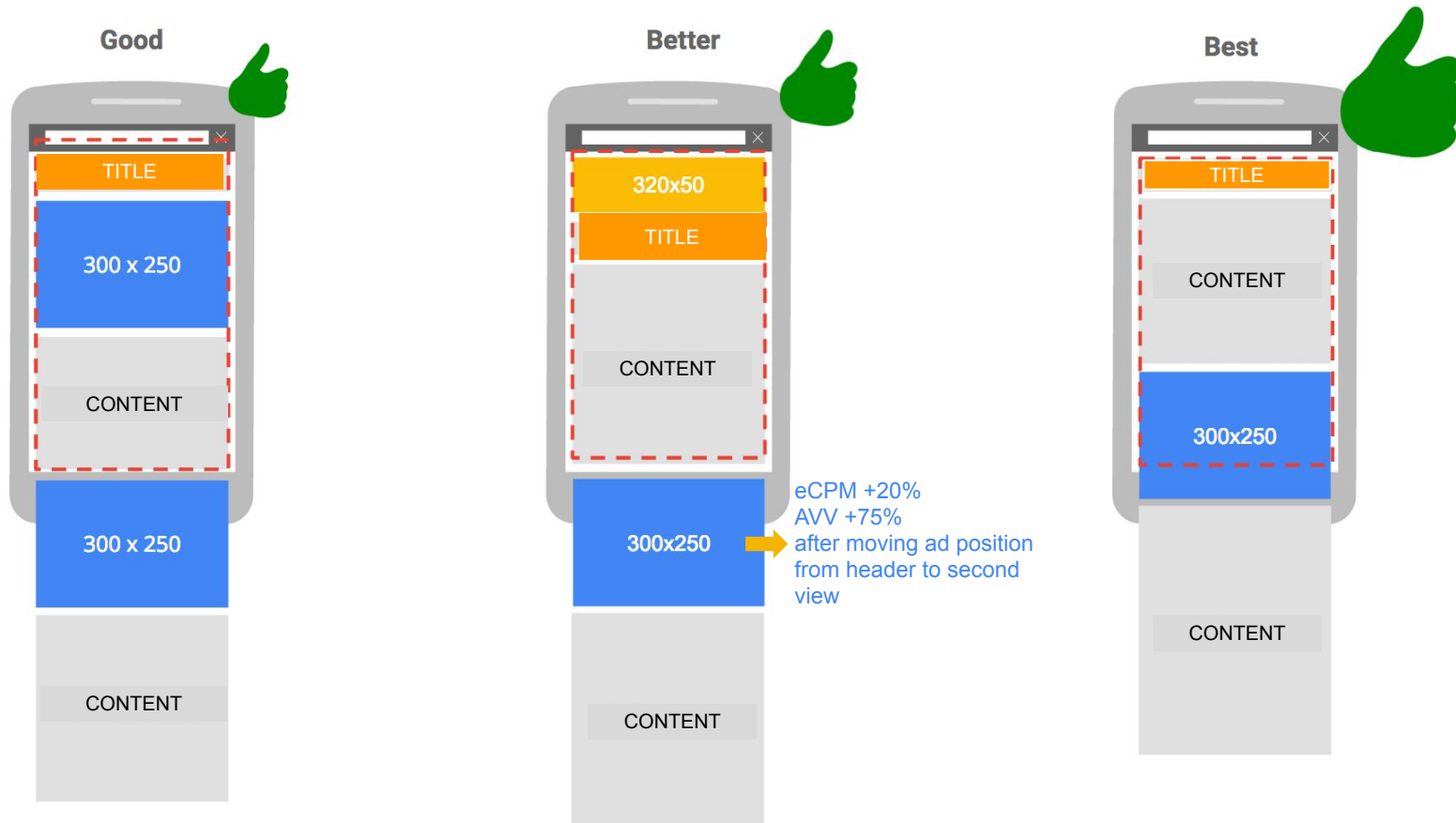
Eg. Ads audit on a news' site layout



## 2. Have an ad above the fold (ATF)



# Ad placement recommendation for mobile



# 3. Place ads near the most engaging content

Keepo.me LOGIN

EXPLORE UNIK LOL WTFI QUIZ IMAGE

ketika berhasil melampaui target penjualan lho.  
Kebayang kan gimana banyaknya?

**EZPOPSY**  
**FREE SHIPPING** **SHOP NOW**

**7** Manajer Sumber Daya Manusia

TEAMWORK

Share WhatsApp Messenger Email

Keepo.me TERBARU UNIK LOL LIFESTYLE IMAGE & MEME QUIZ WTFI NSFW MORE

Post Sign up Login

**355**  
VIEWS

**0**  
SHARES

Share Tweet

**4** Digital Marketer

Tanpa perlu dijelaskan lagi, semua orang pasti tahu kalau orang yang berprofesi di ladang minyak pasti kaya, dan itu emang fakta. Pendapatan per bulan staf perusahaan minyak dimana-mana emang bikin ngiler lho yakni Rp. 50 juta / bulan! Wihhhhh

grammarly

**Instant Grammar Checker**

Try Now

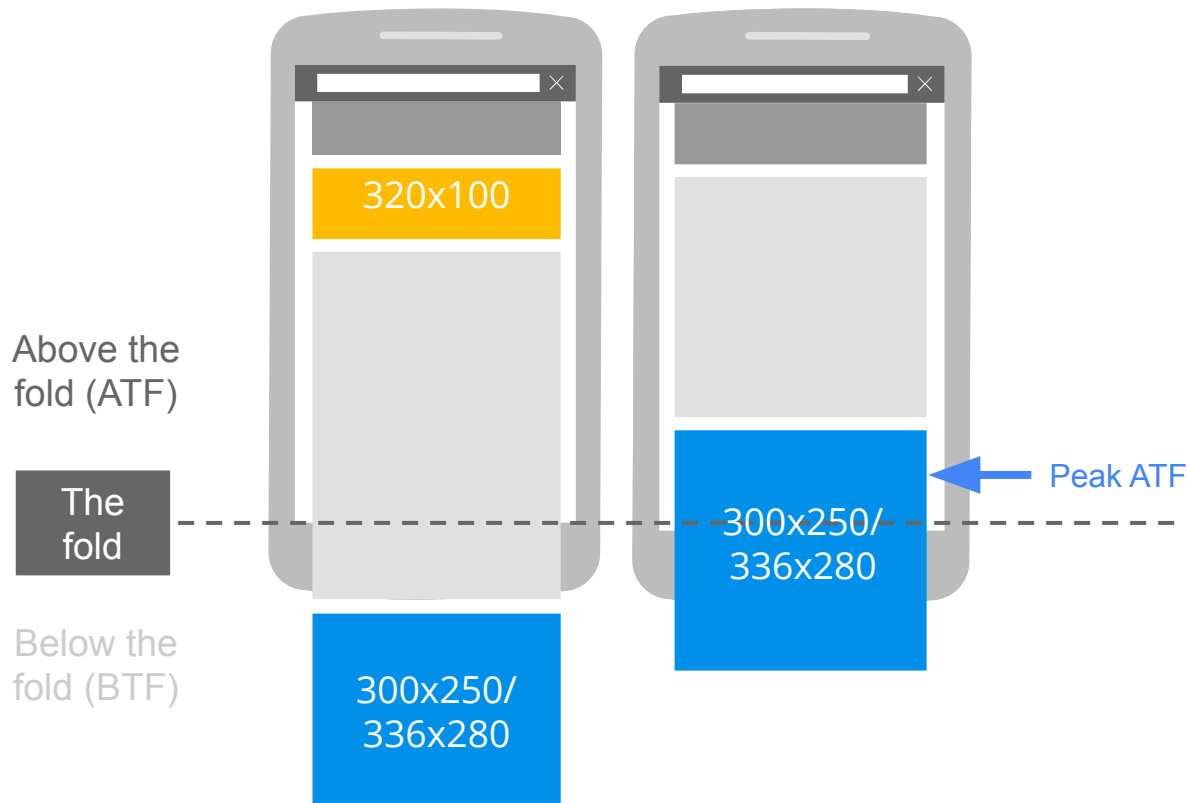
slippers.  
reinvented.

the world's most comfortable slippers

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https://www.googleadservices.com/pagead/jack?sa=L&ai=CV5nByuUmWc-7AY\_muQTH3J

## 4. Use larger ad sizes



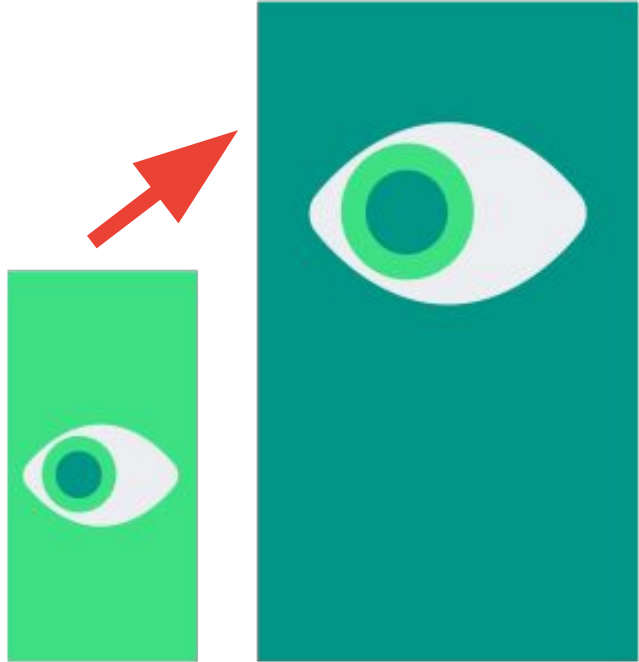
Mobile Web recommendation:

- 336x280
- 300x250

Tips:

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

## 4. Use larger ad sizes

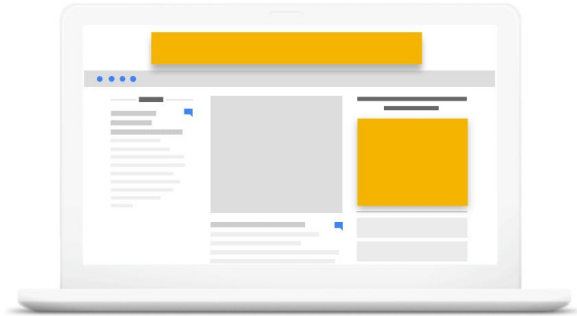


Desktop Web  
recommendation:

- 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

# 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.

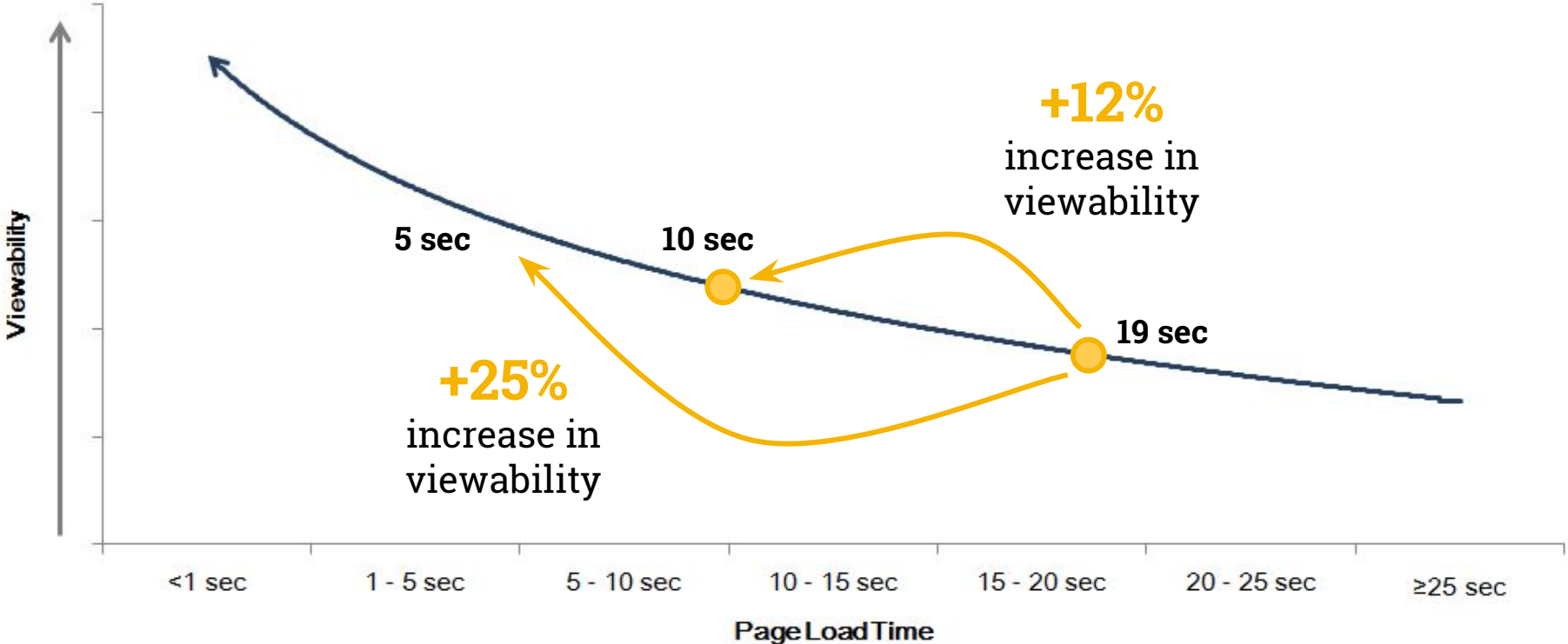
For example:

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-XXXXXXXX11XXX9"
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

# How to ask question when you have any inquiries?

☰ AdSense Help



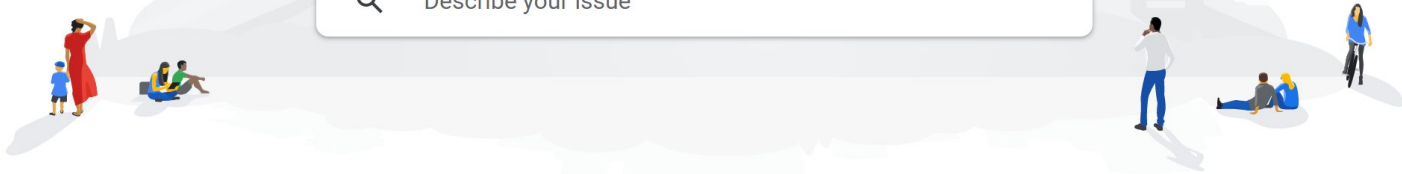
[Help Center](#) [Community](#) [Announcements](#)

AdSense

**Contact us**



## How can we help you?



Get started



Thank You!