

1. Enable viewability measurement

Some technologies enable viewability measurement while others impede it. To target the ability to measure viewability on 90% of impressions or more, do these two things:

Use Google Publisher Tags or the Google Mobile Ads SDK.

Using either of these tags, or the AdSense Publisher Tag, will enable Google's MRC-accredited viewability solution, Active View, which Google is also bringing to the mobile app space, to help publishers and app developers understand which of their ads are viewable.

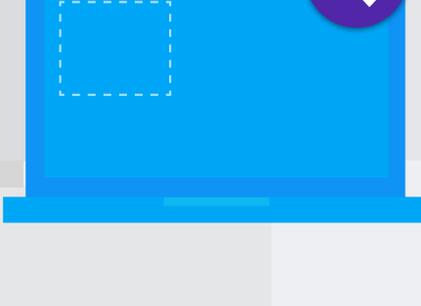
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Minimize the use of iFrames.

An iFrame is an HTML document embedded inside another HTML document primarily found on sites. Ad tags within some iFrames, such as cross-domain iFrames, can't be measured by any viewability solution while others like friendly iFrames and SafeFrames helps better measure viewability. When fewer ads run within cross-domain iFrames, viewability rates go up.

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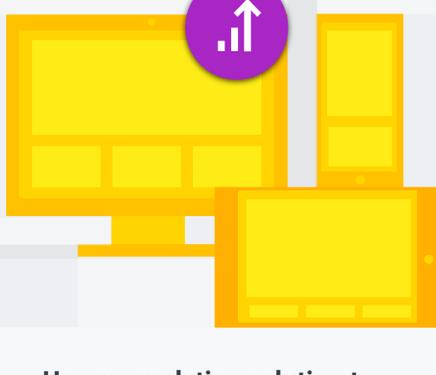
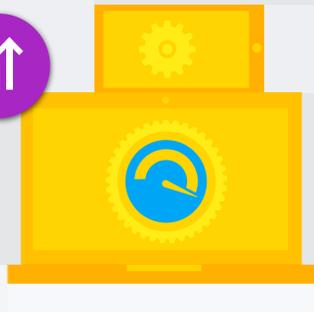
2. Optimize for speed and responsiveness

Ads load faster and have better viewability rates on sites and apps that are speedy as well as sites that are responsive. This can be particularly important in developing markets with slower connection speeds. Sites and apps can be optimized with these three tips:

Use Google's PageSpeed Insights.

It can analyze the content of a web page, then generate suggestions to reduce latency and make the page load faster. When pages load faster, ads load faster and viewability rates go up

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Use responsive layouts.

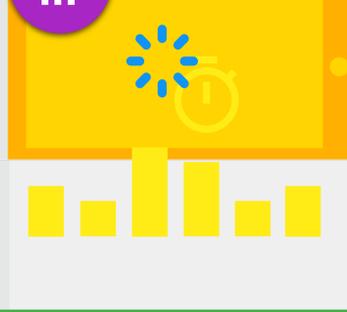
These layouts can be used to optimally display site content on different types of devices such as smartphones, tablets, and desktop computers. This helps mobile audiences engage more and viewability rates go up. For app developers, ensuring ads in apps can be seen regardless of screen rotation is critical to ensuring viewability.

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Use an analytics solution to measure how fast app pages are loading.

For example, app developers can use App Speed reports to see how long different requests take to load in their app.

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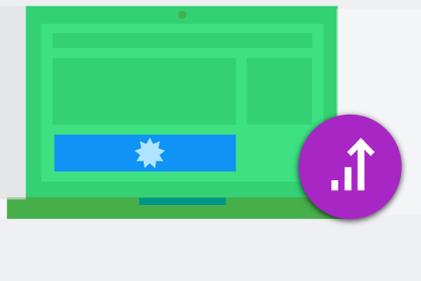
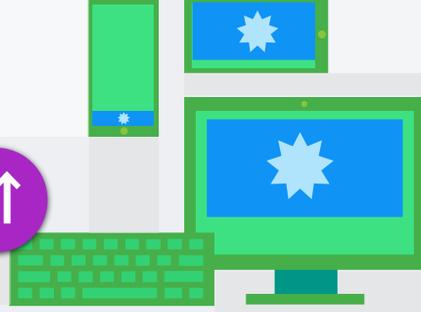
3. Lay out ads for optimal viewability

Some ways of laying out ads on a web page produce better viewability rates than others. Viewability rates can go up by using these four layout tips:

Use responsive ad units for web and Interstitials for apps.

Responsive ad units help publishers load an optimally sized ad for each screen displaying the ad. With these units, web pages viewed on small screens can load small ads while web pages viewed on larger screens can load larger ads.

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Place horizontal ad units just above the fold.

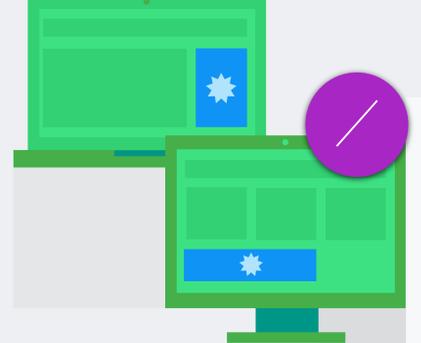
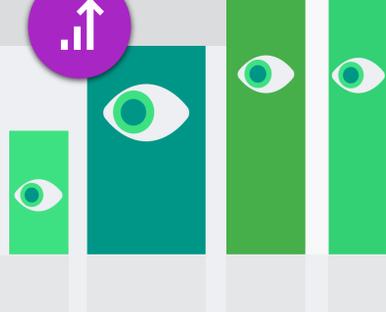
That's where they have the highest viewability rates.

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Consider using more vertical ads

The most viewable ad sizes are vertical ads such as the 120x240, 240x400, 160x600 and 120x600.

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Measure viewability with A/B testing.

Google Publisher and AdSense Tags can fire a callback event when an impression becomes viewable during an A/B test. With this, you can compare different layouts and ad placements based on viewability rates.

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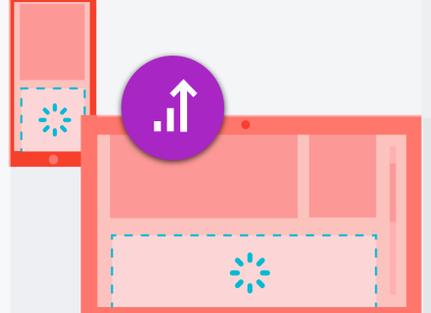
4. Load ads and content for optimal viewability

Some ways of loading content and ads produce better ad viewability than others. Viewability can go up by using lazy loading or asynchronous loading and by avoiding passbacks.

Consider lazy loading.

This is a content retrieval method that only loads content and ads that are in view, or that are about to be viewed. When correctly implemented, it increases viewability rates by decreasing the impressions that are served out of view. It's ideal for publishers or app developers that can charge more for viewable impressions than served impressions. If not implemented properly however, lazy loading could be problematic.

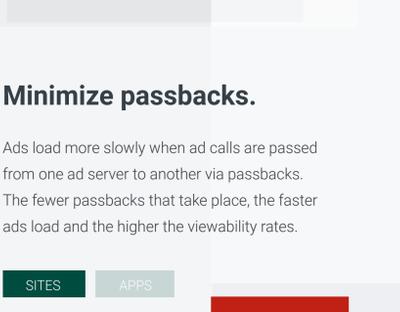
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Consider asynchronous loading with the Google Publisher Tags (GPT) API and Google AdSense Tags.

They can be used to begin loading ads at the same time as all other assets on the page. This loads the ads faster and viewability rates go up.

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Minimize passbacks.

Ads load more slowly when ad calls are passed from one ad server to another via passbacks. The fewer passbacks that take place, the faster ads load and the higher the viewability rates.

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