

5 FACTORS of VIEWABILITY

Many of the ads served on the web never appear on a screen. But thanks to new advancements, we can now measure which digital ads were actually viewable—on screen. And as advertisers shift to paying for viewable instead of served impressions, it's important to understand what factors affect ad viewability. We explored this by conducting a study of our display advertising platforms. Here we size up five factors of viewability—from page position to ad dimensions and more.

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.

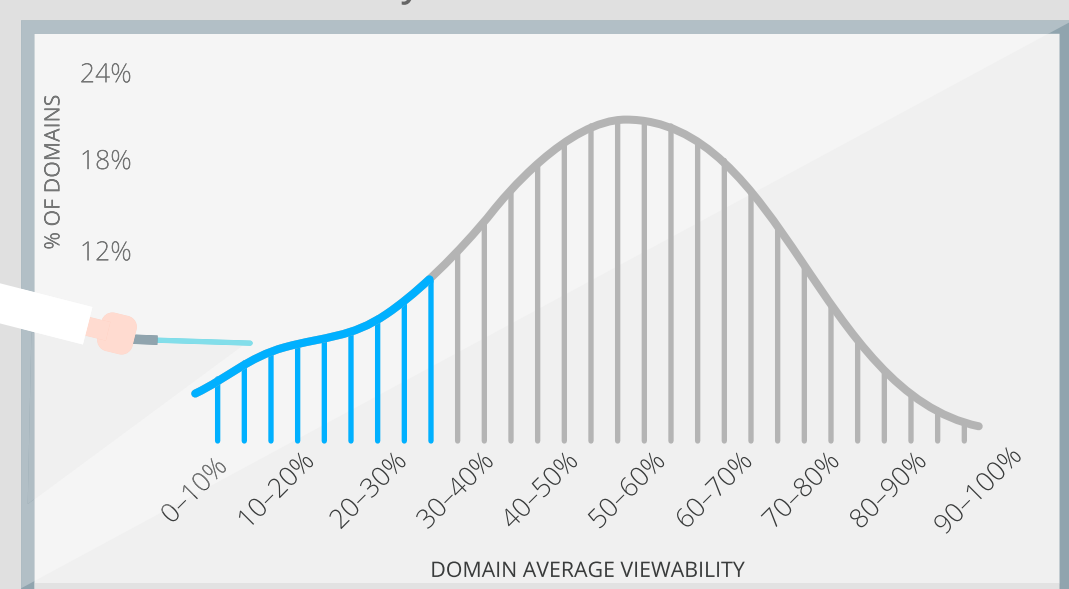
Viewability rate: Percentage of ads determined viewable out of the total number of ads measured.



1 State of publisher viewability

A small number of publishers are serving most of the non-viewable impressions; **56.1% of all impressions** are not seen, but the average **publisher viewability is 50.2%**.

Viewability Distribution Across Domains



most viewable position

PAGE FOLD

300 x 250

728 x 90

320 x 50

Most Viewable Position on Page

Page position matters ...

2

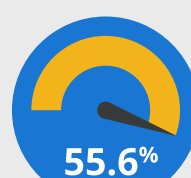
The most viewable position is **right above the fold**, not at the top of the page.

3 ... So does ad size

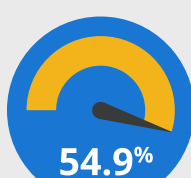
The most viewable ad sizes are **vertical units**. Not a surprise, since they stay on screen longer as users move around a page.

Popular ad size rates

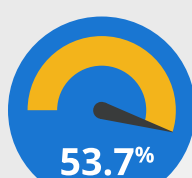
Viewability Rates by Ad Size



120 x 240



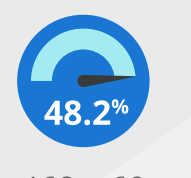
240 x 400



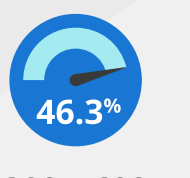
160 x 600



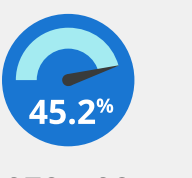
120 x 600



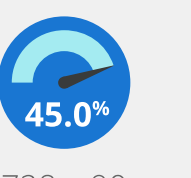
468 x 60



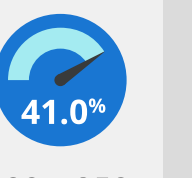
300 x 600



970 x 90



728 x 90



300 x 250

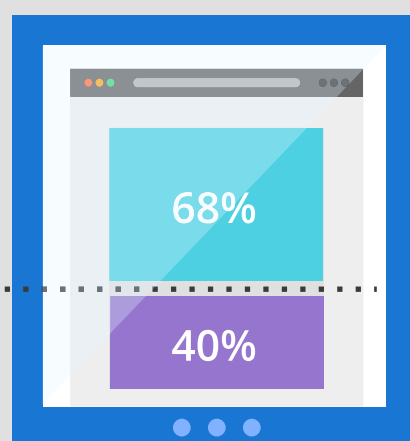
Above the fold ≠ always viewable

4

average viewability rates

ABOVE THE FOLD

BELOW THE FOLD

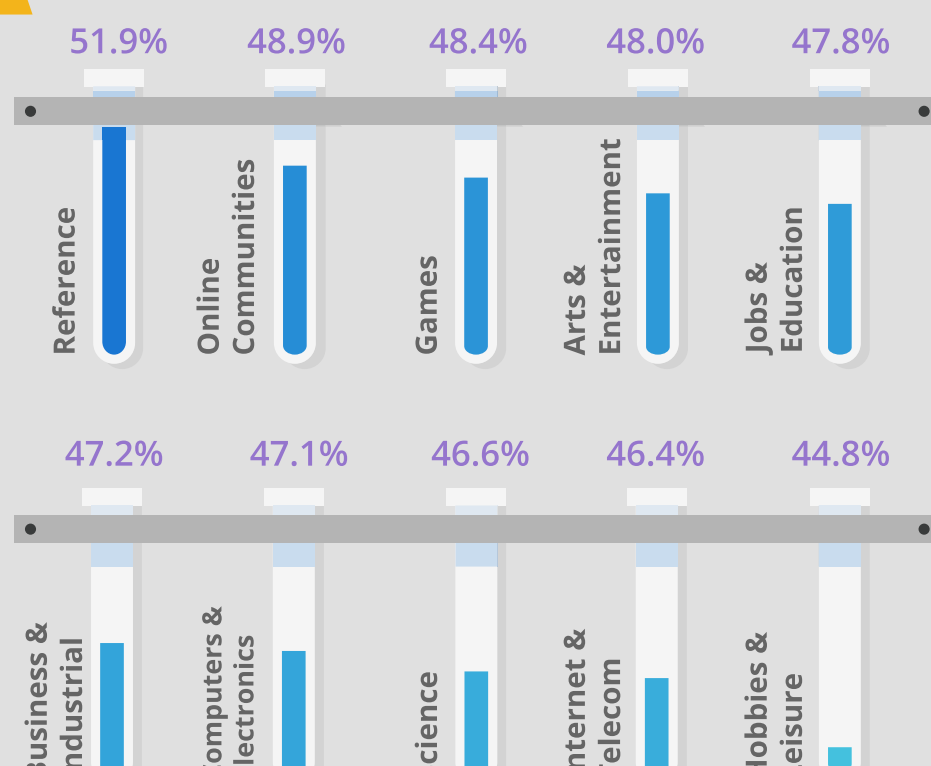


Page position isn't always the **best indicator of viewability**.

Not all above-the-fold impressions are viewable, while **many below-the-fold impressions are**.

5 Viewability varies across industries

While it ranges across content verticals, or industries, content that **holds a user's attention** has the highest viewability.



Source: Google, "The Importance of Being Seen: Viewability Insights for Digital Marketers and Publishers" study, November 2014.