



***Pub*Galaxy**

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# VIEWABILITY CASE STUDY

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# WHY

## is viewability important?

Ad placements never seen by users are virtually worthless to advertisers. As a result, brands are willing to pay premium prices for high-view-rate inventory, with some large brands not even bidding below certain thresholds.

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[Why ad viewability is important for programmatic success \[BLOG\]](#)



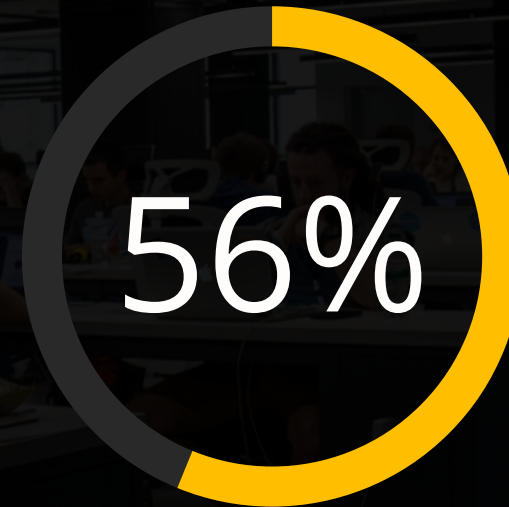


# THE LANDSCAPE

These are the average in-view rates for US inventory towards the end of 2019. It's important to know that viewability can only be used for programmatic targeting in increments of 10%, so for all intents and purposes we can consider industry average to be 50%.



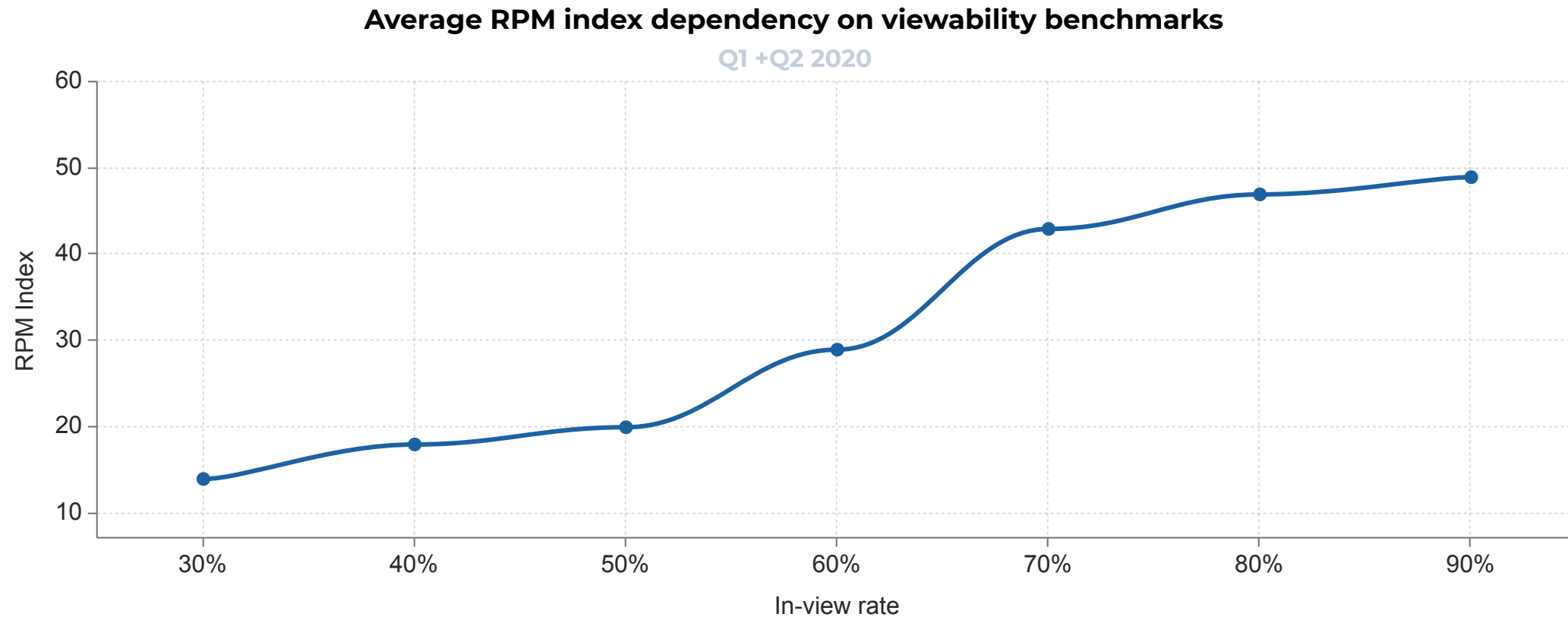
**DESKTOP**



**MOBILE**

# PERFORMANCE ANALYSIS

We analyzed our entire portfolio and found out key correlations between RPM and viewability. As indicated in the graph below, the largest jump in performance occurs when in-view rates reach 70% consistently. With the industry average being around 56% in the US, it is clear that plenty of publishers are most likely not seeing optimal results.







# MAXIMIZING VIEWABILITY

Primary methods used by publishers to increase average in-view rates and optimize performance.

01.

## Ad layout

Ad placement and distribution can be optimized to yield better viewability.

02.

## Viewable reloading

Some ad refreshing technologies can actually improve average in-view rates.

03.

## Dynamic inventory

Inventory generated based on user activity has naturally higher view frequency than static one.

# AD LAYOUT OPTIMIZATION

## Viewability increase

36%



Just by implementing the appropriate ad sizes per device in their optimal positions, we've delivered an increase in ad viewability of up to 36%.



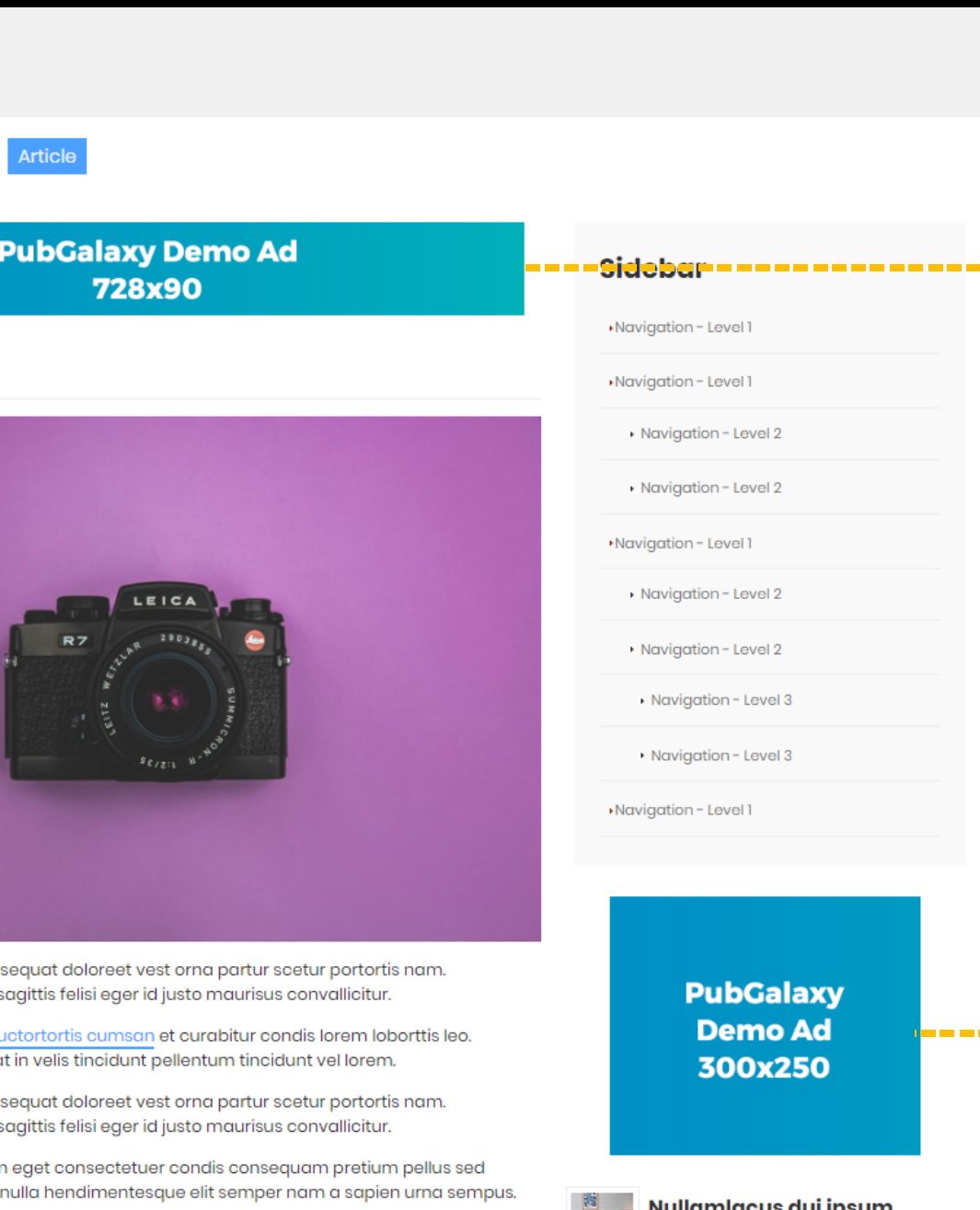
Analyzing and improving your ad layout is key to unlocking viewability and usually the best starting point for any webmaster or ad trafficker.

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### Here are the main components of an optimized ad layout:

- Web page hotspot identified - the horizontal line running through the most viewable section of a page.
- ATF section fully optimized.
- Underperforming placement re-worked or removed.
- Mobile- & tablet-specific layouts implemented.





**MIDPOINT A**  
83% View rate

# METHODOLOGY

Contrary to popular belief, ad size and aspect ratio don't have an inherent viewability index.

What ultimately matters is the position of an ad's vertical midpoint, the goal being to match that with a high-value position. The appropriate ad sizes can then be reverse-engineered based on what the page's design allows for.

**MIDPOINT B**  
91% View rate



# SMART RELOADING

Most smart ad refresh solutions out there share a common trait - reloading placements based on active screen time.

## TIME-BASED AD REFRESH REPLACEMENT

Static ad refreshing can actually diminish viewability by a large margin. Smart ad refreshing solutions are a straightforward solution to that problem, so you can have best of both worlds.

## VIEW RATE IMPACT ACROSS ALL SETUPS

Smart refreshing technologies are also able to boost viewability even if not used as a replacement for standard ad refresh. They are basically inflating inventory that was already viewable, so that it has a higher contribution to the page's average rate.

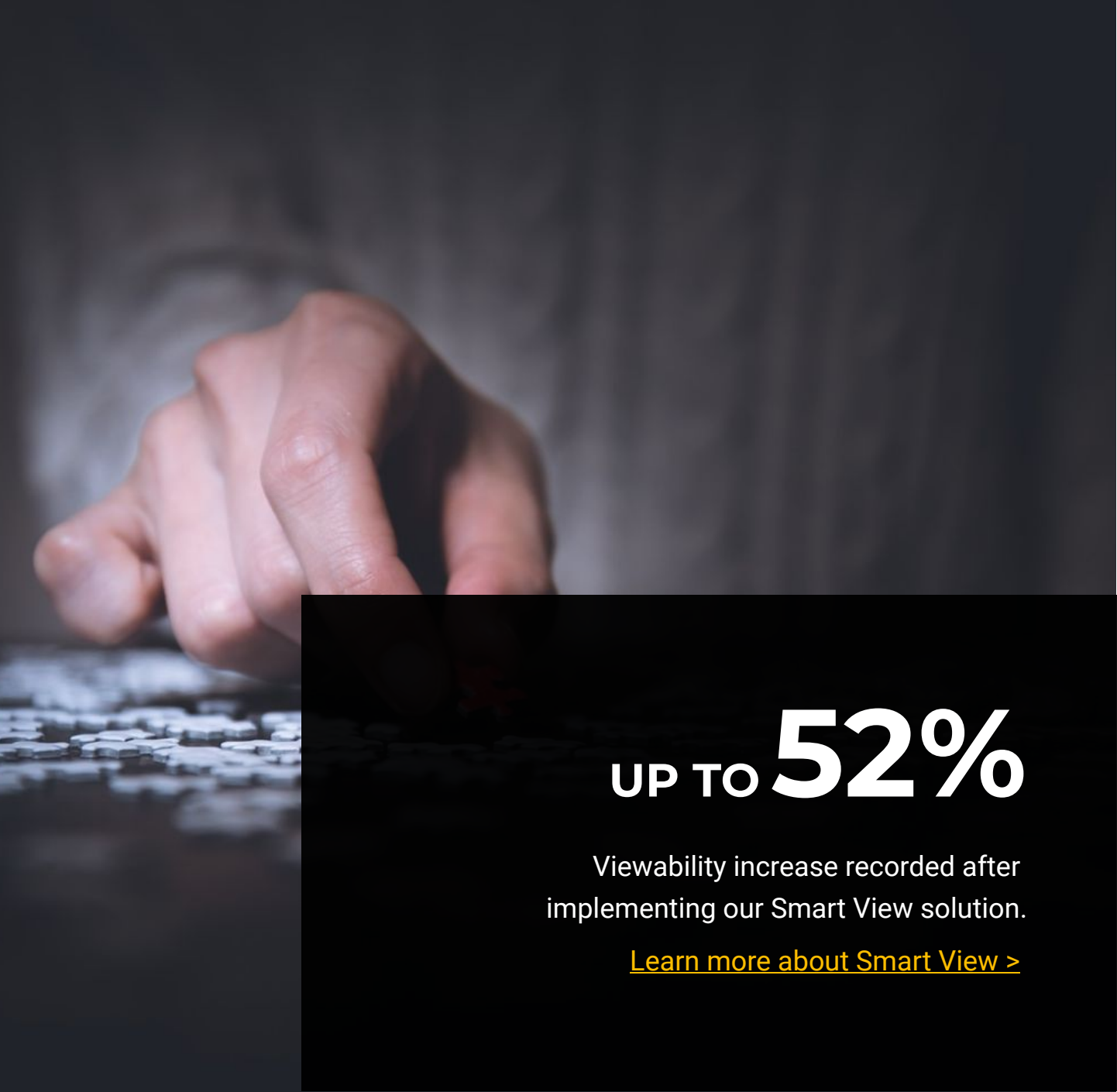


UP TO **21%**

Average page viewability added after implementing our Smart React solution.

[Learn more about Smart React>](#)





**UP TO 52%**

Viewability increase recorded after implementing our Smart View solution.

[Learn more about Smart View >](#)

## DYNAMIC INVENTORY

Different functionalities such as lazy loading and smart ad injection (Smart View) allow for inventory to be created in real time as it appears on screen, minimizing non-viewable impressions.

### COMBINING STATIC AND DYNAMIC PLACEMENTS

Analyzing the environment and common user patterns is crucial to deciding which ad units should be triggered reactively and which ones should remain static.

In most cases ATF inventory is better suited for fixed delivery, as it's usually related to design integrity. On the other hand, ad placements that are being seen less frequently can be injected ad-hoc, minimizing negative the effects on average page viewability.

[Find out what the key differences between Smart View and Lazy loading are. >](#)

# RESULTS

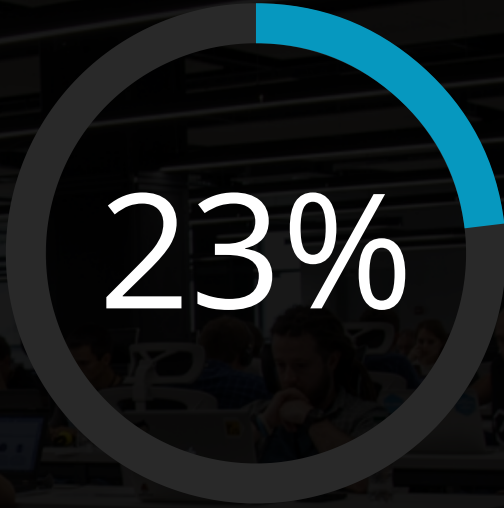
Here are the improvements we were able to deliver through holistic strategies and a blend of viewability optimization methods. There are average benchmarks across our portfolio, with publishers who are able to attract large buyers seeing up to twice these gains.



37%

## Viewability

Average increase in view rate after implementing one or more solutions.



23%

## Revenue

Average increase in revenue as a direct result of viewability optimizations.



# ASK US ANYTHING

If you'd like to find out more about optimizing viewability or anything else related to programmatic advertising, you can get in touch with us here:



<https://www.pubgalaxy.com/contact-us/>



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