




SMART REACT


★ PubGalaxy

HOW SMART REACT WORKS

Smart React is in essence a piece of auto ad refresh technology. However, it also tracks when users are engaging with a page and when your ads are in view. To put it simply, if at least 51% of an ad's pixels are in view for more than a predetermined amount of time (usually 30 seconds), and the user is active, a new ad is injected into the same container.



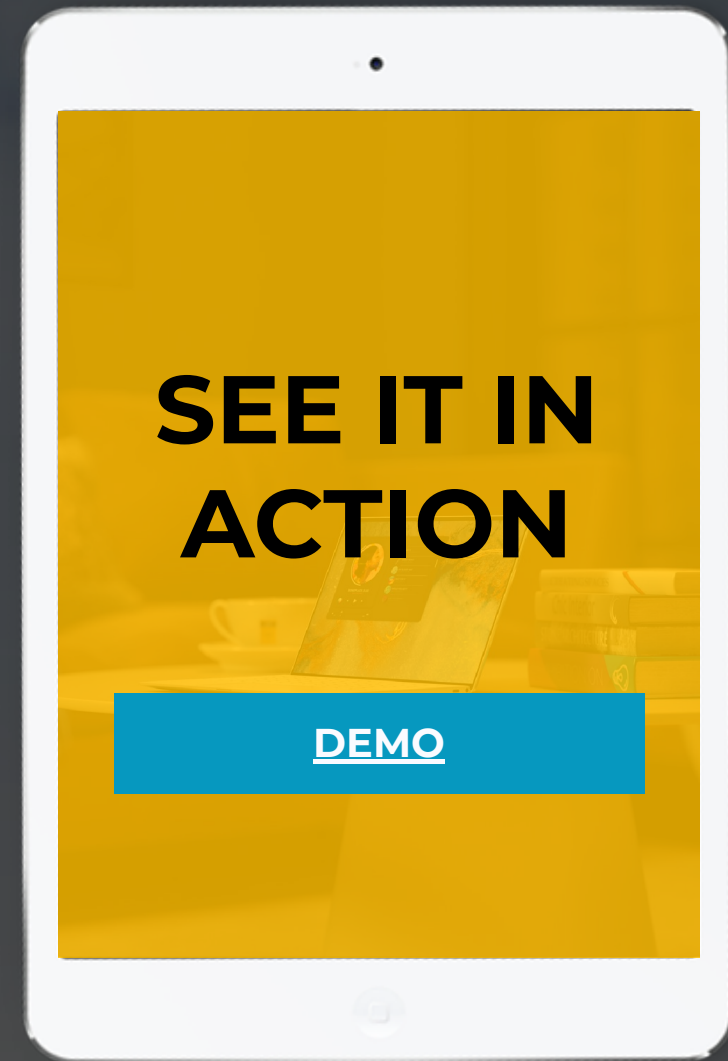
Tracks and reacts to user engagement.



51%+ of the ad needs to be in view.



Adjustable timeout, typically 30s.



INNOVATIVE AD REFRESH TECHNOLOGY

Smart React is a new generation of auto refresh technology. A completely in-house built monetization solution, which allows you to utilize ad refreshing, while maintaining a great user experience.



Same traffic, more revenue

Pure incremental revenue thanks to the adaptive ad refresh functionality.



Smart 3-in-1 Solution

Increase impressions, improve viewability scores and maintain high quality demand.

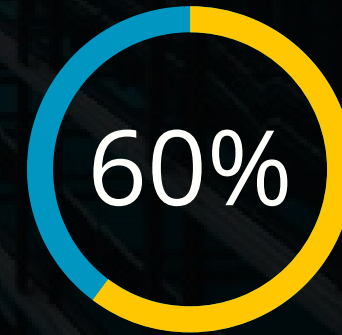


Great User Experience

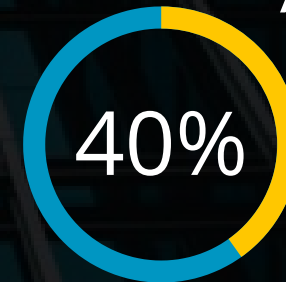
Minimize browser impact and page loading by only reloading viewable ads.

THE RESULTS

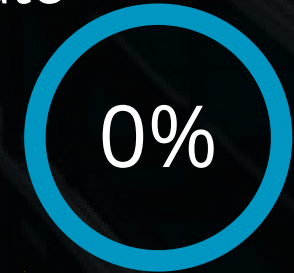
Smart auto-refreshing is by far more advanced in comparison with its time-based and event-based alternatives, and definitely the most versatile. It's highly configurable and gives you maximum control over when and how ads are refreshing on the page.



Initial
Adoption Rate



Average
Revenue Uplift



Added
Latency