



adclick africa
media group

Addressing The Challenges Of Viewability

What Is Viewability?



Viewability is an online advertising metric that aims to track only ad impressions that can actually be seen by humans.

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What Limits Viewability?



Reasons Why Ads Aren't Seen

- Loads out of view & user doesn't scroll
- Slow load times
- Fraudulent practices
- Ad blockers
- Non-fraudulent bots



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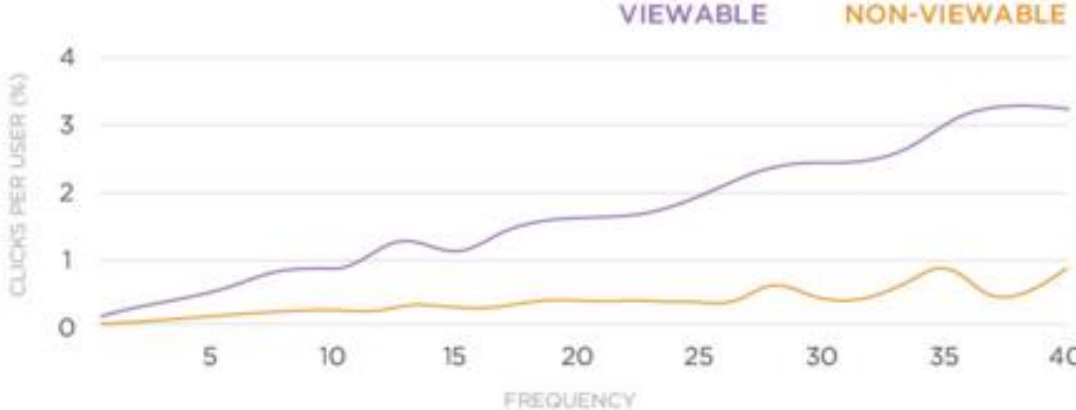
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Why Is Viewability Important?

VIEWABLE IMPRESSIONS DRIVE ACTION

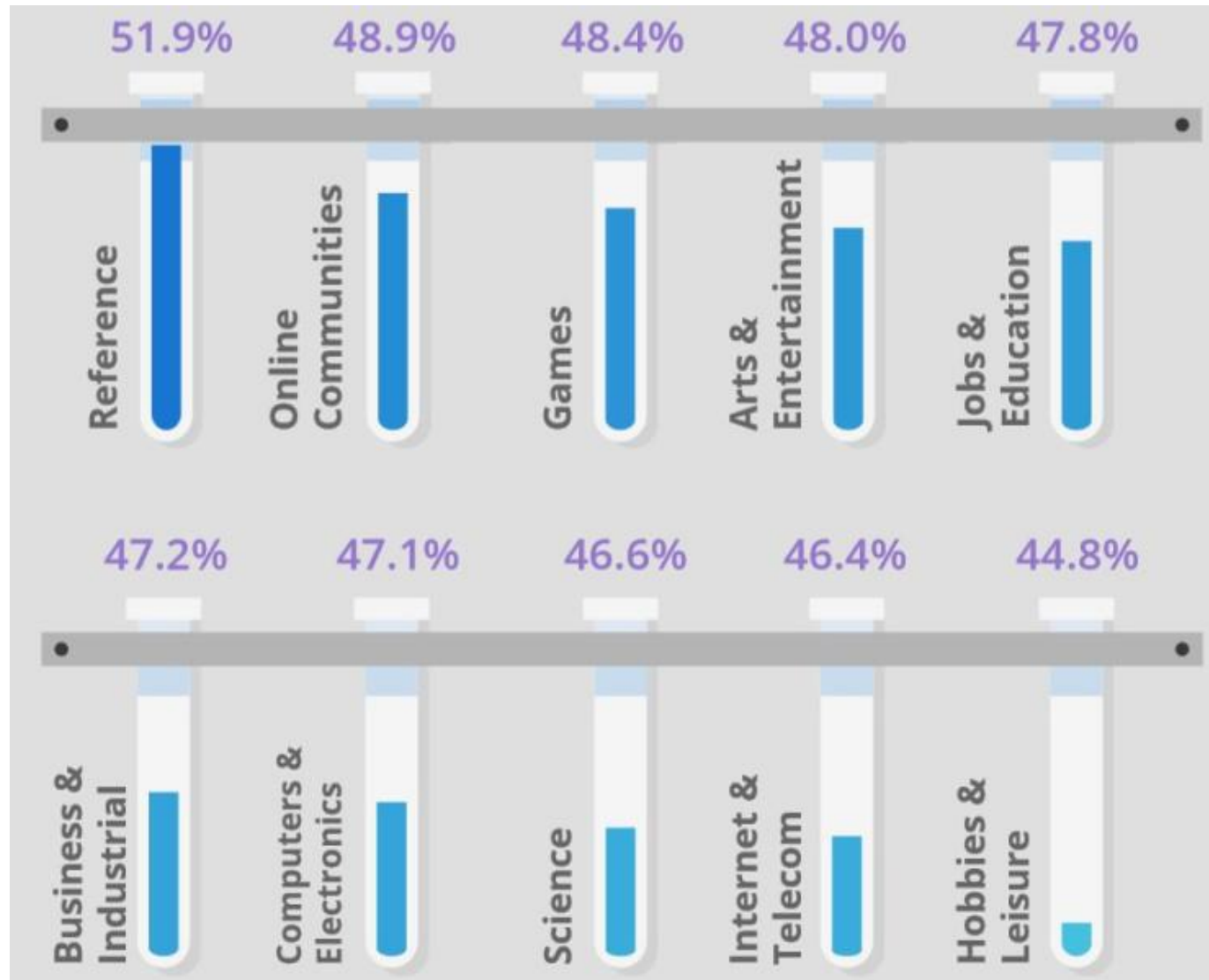
IF AN AD IS IN VIEW YOUR AUDIENCE IS MORE LIKELY TO ACT UPON IT

Its all about enhanced performance



Source: INF Media

Which Sites Produce High Ad Viewability?



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Source: Marketingland

Solutions

Inview Slider Ad Format

This ad format “slides up” at the bottom corner of the screen; it moves along with the page as the user scrolls down and settles to the bottom corner when the scrolling stops.



Slider ads do not get blocked by pop-blockers and are generally frequency capped to 3 per user per day, so they don't get annoying for viewers.



High Click Through Rate.



It appears “on top of” the page it does not use any existing site real estate, so can provide additional revenue. Non-intrusive.



Inventory is on high end sites.



Any type of ad can be served as a Slider (.swfs, images, 3rd party codes, etc.)

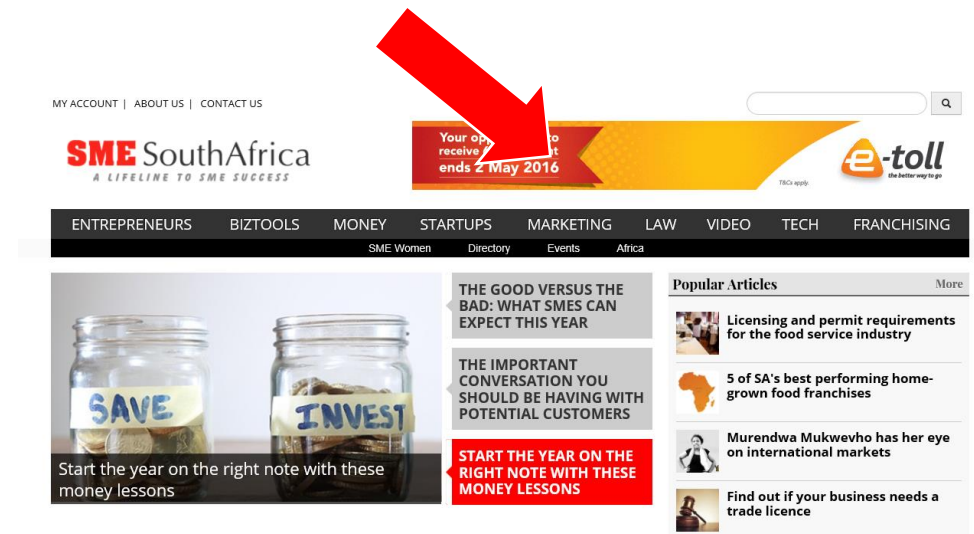
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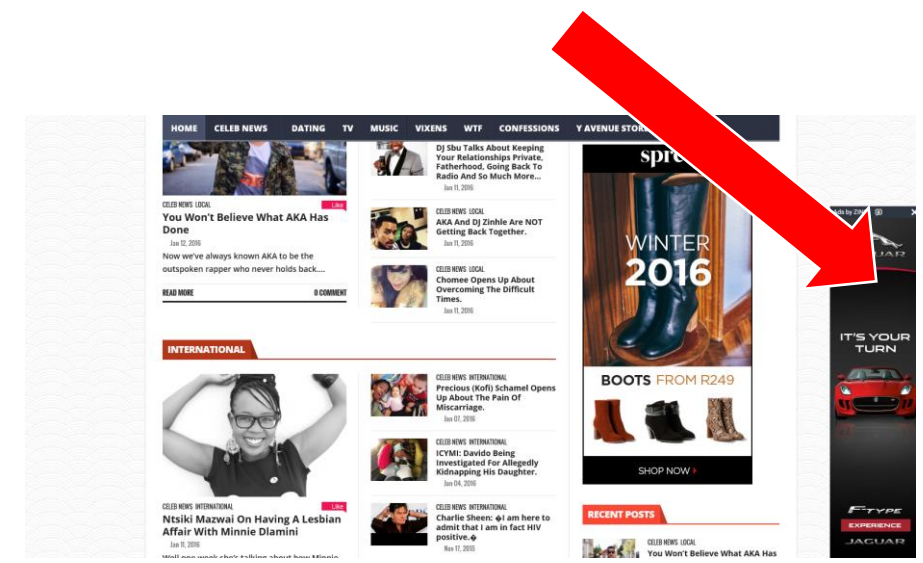
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Examples of the Inview slider ad



100% Viewable
100% High CTR

Click here for a live demo: <http://bit.ly/1SzdLSP>



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InArticle Video Ad Format

Putting your message where users are already looking!

Created for text-based pages, this format actually runs in the midst of a news article, loading only when the reader scrolls the ad into view. As the ad loads, it will push the article up and down around it, but does not “take over” the page or auto-play, making it acceptable to premium publishers with editorial concerns.

InArticle opens slowly, fits perfectly into a news article and auto-adjusts to the width of the article



Designed for news article pages.



Polite and non-intrusive ad unit which puts user in full control.



Player dynamically auto sizes to article width.



Average CTR 2.50%

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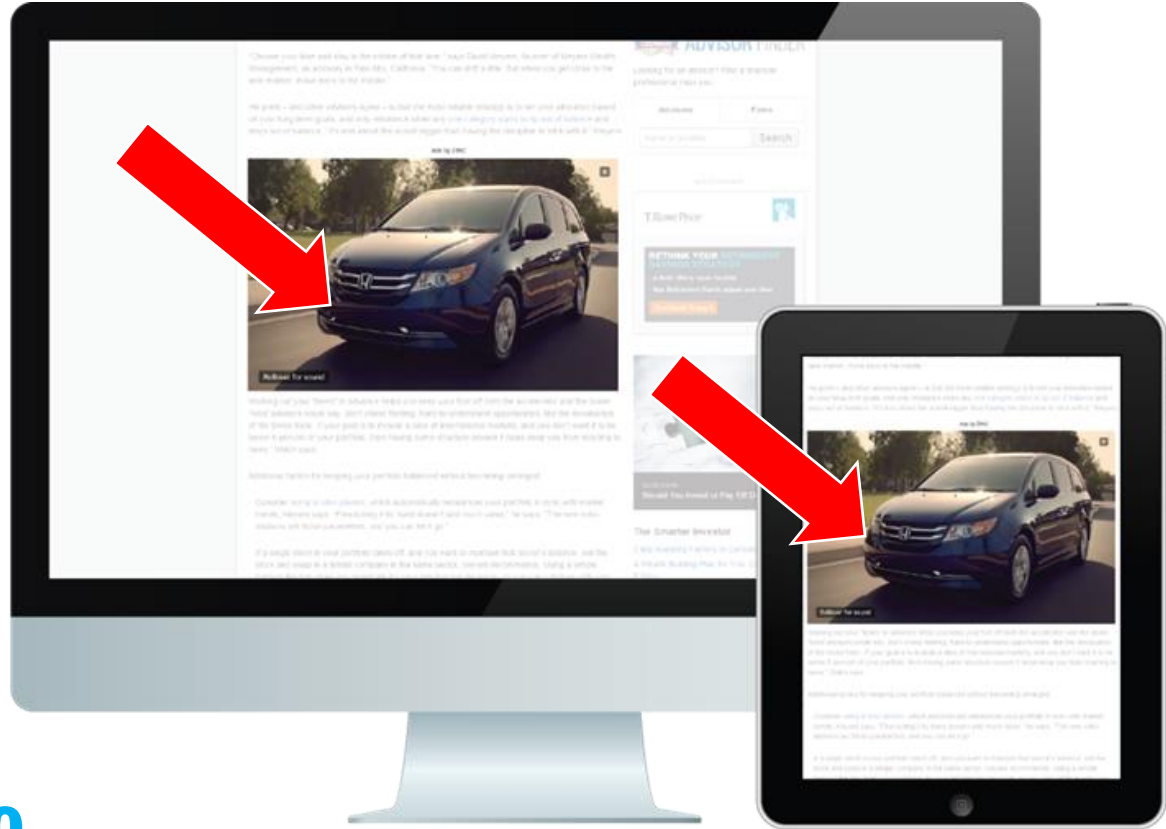
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Examples of the InArticle ad

Putting your message where users are already looking!



Large Video Ads To Reach Your Audience

Click here for a live demo: <http://bit.ly/1WaWgaq>

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Innovative Mobile Advertising Formats



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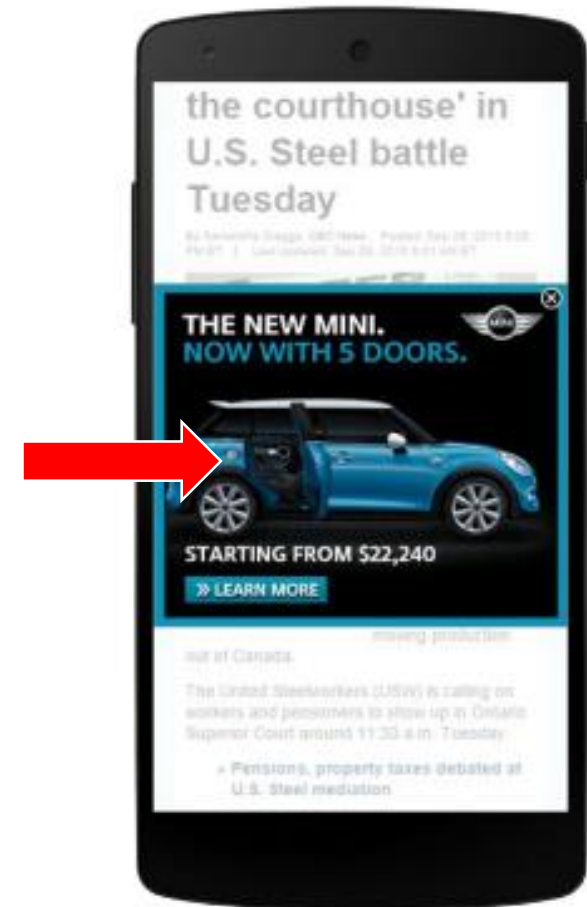
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Swipe Up

1. On user scroll, the Ad subtly slides up from the bottom of the screen.



2. User can interact with the ad by scrolling the page Up and Down.



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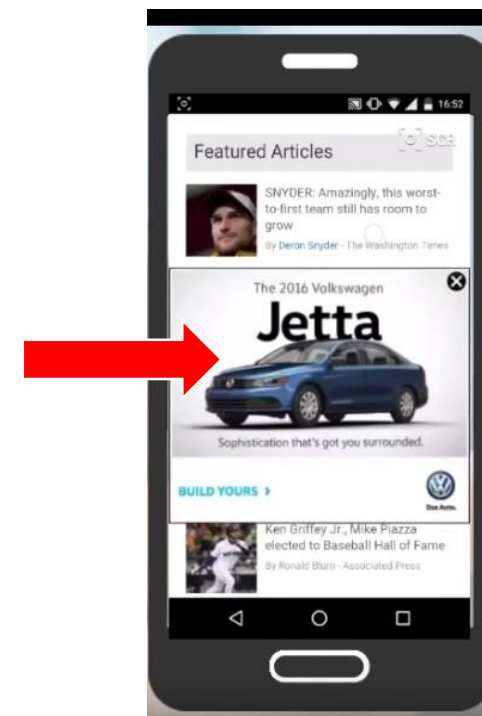
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Swipe Up - Features

- Ad subtly slides up from the bottom of the screen on user scroll.
- Initially only 20% in view.
- Users can easily slide the ad out of view.
- Prominent close button.



Creative Specifications

Size: 300 x 250px
Format: JPG, PNG, GIF, HTML 5 or 3rd Party Tag
File Size: Max. 100kb

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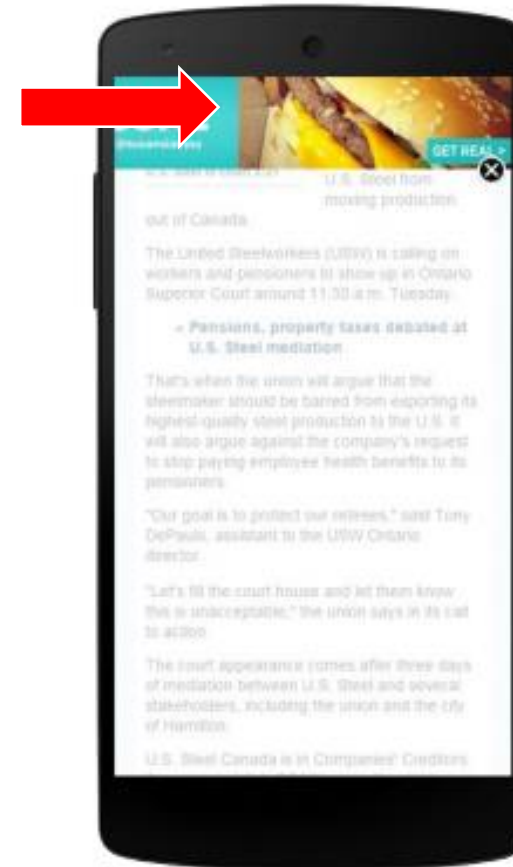
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Panorama Inview

1. On user scroll, the Ad subtly slides in from the top of the screen.



2. On user scroll creative slides in the unit revealing the complete creative.



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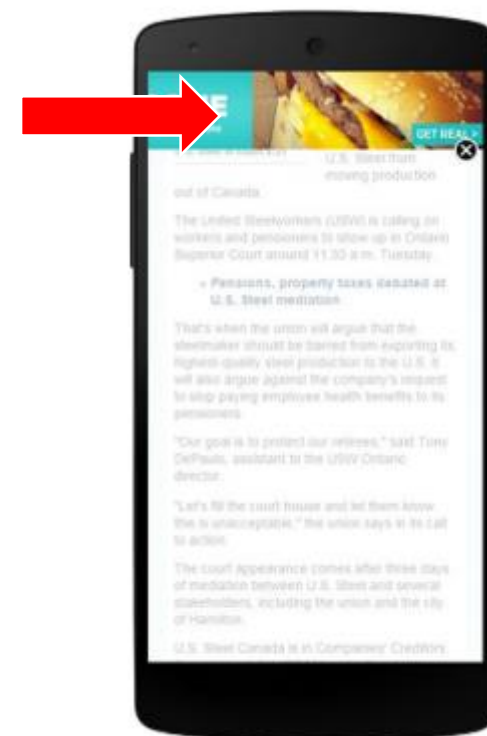
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Panorama Inview- Features

- Ad subtly comes in from the top of the screen on user scroll.
- Creative slides in the slot on user scroll.
- Ad sticks to the top without interrupting the user reading the content.
- Prominent close button.



Creative Specifications

Creative Size:	728 x 90px
Ad Size:	Occupies complete screen width
Format:	JPG, PNG, GIF, HTML 5 or 3 rd Party Tag
File Size:	Max. 100kb

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Contact Us For Further Discussions:

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