**FREE COURSE ON**

# MOBILE

**AD OPTIMIZATION**

**MonetizeMore**
.com

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Go
Mobile
Responsive

Going mobile-responsive is almost a regular expectation from websites these days. If your site is not mobile-responsive, you are already certain of losing around 21% or more of regular users. Some users these days no longer use laptops or desktops and turn to smart phones and tablets for their web browsing needs. As such, the importance of going mobile-responsive can never be underscored for monetizing your business more towards higher marketing success.

## How to become mobile-responsive

The very first thing you need to do with your existing website is to make a full assessment of how to make it mobile-responsive. The Twitter Bootstrap project, for example, is a quick grid-based CSS system that will allow you to quickly convert most non-mobile-responsive websites into a mobile-responsive and fluid one. However, you can still do it manually through CSS and have the benefit of greater flexibility.

If you are hard coding your site, the first step is to remove all the classes that set a fixed width on the elements of your website. If you are using CMS like Wordpress, Drupal, or Magento, you can take advantage of built-in themes that are already mobile-responsive. Depending on the framework that you are using, you need to edit the templates to suit your needs.

The next step is to test ad placement and basic responsive layout for functioning after you make the changes. Test it in a variety of devices and have a good feedback system to allow users to tell you if the design is not working well on their end. You need to test at different times of day to make sure that you are able to cover all your bases before finalizing your design.

*Related Read: How to make Publishers Ready as Mobile Ad Spending Surpasses Desktop*

## Tips on designing a responsive site

- Use Google's Mobile-Friendly Test Tool to test your pages.
- Make sure that page load does not suffer in your efforts to go mobile-responsive. You can utilize PageSpeed Insights to check issues you may have on mobile.
- Participate in Google's Accelerated Mobile Pages Project to get you started on creating a basic mobile-responsive AMP HTML page.
- If your site does not have highly customized functions, go for responsive CMS themes from Wordpress, Drupal, Magento, or even Squarespace.

*Read: Google AMP Project Launch: What's in it for Publishers?*

# Case study: DesignSponge

DesignSponge.com, a premium publisher of ours, redesigned into a mobile-responsive site and made use of mobile and desktop ad integration. As a result of this, they gained 30%+ increase in their ad revenues.



1. *Implement recommended fixes from PageSpeed Insights for mobile.*

2. *Monitor your mobile traffic from Google Analytics. Go to Audience > Mobile > Overview.*

Use the
320x100
ATF

Welcome to Lesson #2. We sure hope you're on a momentum to get your mobile site and ads ready for income generation.

We will discuss about Google's very popular large mobile banner: **the 320x100 ad unit**. This ad unit appears automatically in your list of sizes if you manage your inventory via DFP.

**Here's where you will find it:**
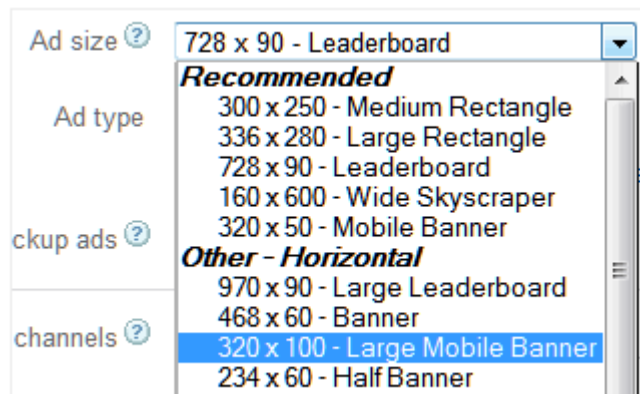
# How the 320x100 can Increase your eCPM

320x100 ad unit typically yields higher CTRs versus the usual 320x50. One of the reasons for this is its great text fill (large mobile banner), producing more click-throughs:
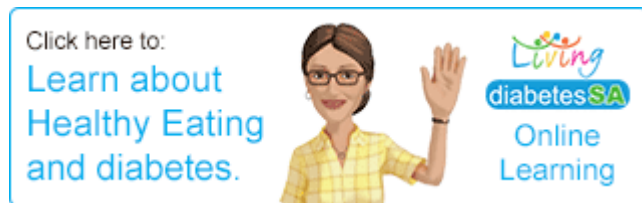


*Photo credit: onlinelearning.diabetessa.com.au*

When you use the 320x100 ad unit, it can compete against the 320x50 ad, enabling you to increase your fill-rate because of the added pressure. This leads to higher eCPMs, thus more ad revenue for you. If you have a responsive site, or if you use Google's responsive ad units, you don't need to worry about the 320x100 not fitting into the mobile screen. With Google's responsive units, it will automatically shrink to the ideal mobile screen size and thus will lead to better user-experience.

*Related Read: How to Make Responsive DFP Ad Units*

# Tips on using the 320x100 ad unit

- Look for your most engaging pages on mobile via Google Analytics. These will be the pages where you will integrate the ad unit.

- Reclaim the space above the fold on these pages (or throughout your site) by <u>hiding the URL bar</u>

- Implement the 320x100 ad unit on ad slots above the fold. You can do this via DFP.

- Test your page/s on mobile and see how the 320x100 ad placement flow with your content. Ideally, there should be a smooth flow between ads and content (not too distracting) to enhance user experience.



1. *Sign up to DFP and implement your 320x100 ad unit above the fold to let it compete with the 320x50.*

2. *Make sure there is 150 pixel distance between your ads and hyperlinked elements to avoid accidental clicks*

Use the 300x250 BTF

Now, many of you are aware and are most likely be using the 320x100 ad unit ATF, but not a lot of publishers have discovered the effectiveness of placing mobile banners below the fold. In this lesson, we will discuss the advantages of using the 300x250 mobile ad unit BTF, and the optimum setup to try so you earn more from this ad placement. All these and more straight from our in-house ad optimization teams.

## The 300x250 mobile-optimized ad unit increases competition

This ad unit is popular globally among advertisers. There is a large ad supply for this type of ad size, and therefore is able to increase competition for your inventory. Because of that, you can expect to get higher eCPMs and more ad revenues.

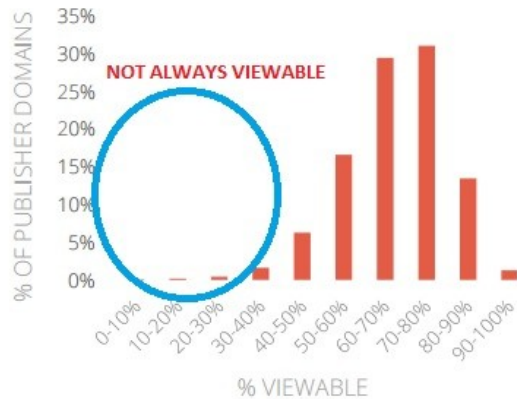*Read: #AdOpsQ&A: Understanding CPC and CPM Pricing for Publishers*

# Works great for viewability, too!

Based on Google's research, the 300x250 ad unit placed just below the fold can help you make the most out of your ad space in terms of viewability. It can impact viewability from 40% up to 60%!



SOURCE: Google, The Importance of Being Seen, Nov 2014

*TIP: Check out your <u>Active View reporting</u> in AdSense of Ad Exchange to identify areas where there is low viewability*

## Tips on using the 300x250 mobile-optimized ad unit

- BTF ads could perform better than ATF ads for certain reasons: design, space/gap between the ad and content, ad size, site layout/setup.

- Users scroll down the page, usually even before the ATF content is fully loaded, to read the main content.

- Focusing on ATF placement alone will not increase revenue. Put user experience in mind as top priority.

- BTF ads tend to be more visible than ATF ads because of user's instinct - the moment they open the page they tend to scroll down and devour the content. As a result, BTF placement normally get better engagement and ultimately higher CPMs.

- Don't place it too low on a page though, users don't usually go that far.

- 300x250 BTF on mobile, due to its size, catches attention. It tends to occupy the entire width of a smartphone and so the message the ad is trying to convey is readable/clear. If you put it ATF, due to users' scrolling down instinct, it would be left unnoticed.

- Advertisers pay better price for 300x250 than its smaller counterparts.

# Case Study: 300x250 BTF Outperforming the 320x50 ATF

In this data, the 300x250 BTF outperformed the 320x50 in terms of CTR & CPM - despite the latter being always above the fold as it is implemented as anchor/sticky.

| Dimensions | Ad requests | CTR | eCPM | Estimated revenue |
|---|---|---|---|---|
| School_300x250BTF_mobile | 773,391 | 0.64% | CA$2.20 | CA$894.97 |
| School_mobile1_320x50Sticky | 717,627 | 0.19% | CA$1.51 | CA$620.24 |
| State_300x250BTF_mobile | 62,669 | 0.21% | CA$1.98 | CA$65.28 |
| State_mobile1_320x50Sticky | 64,662 | 0.19% | CA$1.33 | CA$55.26 |

## Result: 300x250 BTF CPMs increased by 18%

| Ad requests | CTR ⚠ | eCPM ⚠ | Estimated revenue |
|---|---|---|---|
| 836,060 | 0.61% | CA$2.19 | CA$960.25 |

CA$2.40

CA$1.80

CA$1.20
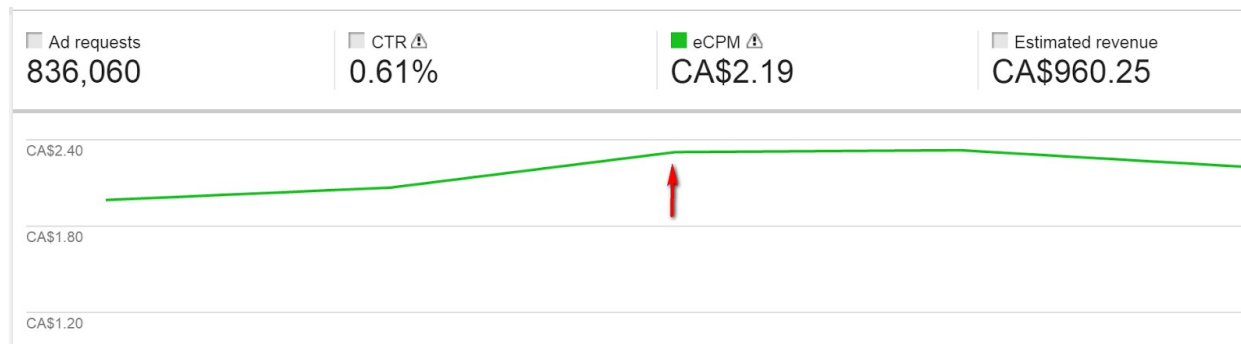
*1) Identify your most engaging content/page via Google Analytics. Pick the one that users tend to spend more time on. Start your strategy there before experimenting on other pages.*

*2) Avoid Run-Of-Site setup. Instead, label your ad units accordingly (e.g. 300x250 ATF, 300x250 BTF) so you are able to clearly differentiate the stats. You can request this from MonetizeMore's support team.*

Using Anchor Ads for Mobile

This type of ad unit is known as the 320x50 "sticky" that you often find either above-the-fold (ATF) or below-the-fold (BTF) in mobile pages. They stay fixed at their ad spot as users scroll through the screen. Some of you may be skeptical in trying it out as it seems to distract user-experience. No need to worry, though. The mobile anchor allows the user to dismiss or remove the ad entirely.

## The right ad, at the right time

Sounds cheesy but true! The mobile anchor ad is an awesome addition to your monetization units. It is particularly:

- Smoote, dismissable, and smart
- Used mostly for high CPM ads
- Stays sticky as the user scrolls
- Boasts of higher viewability rate compared to standard ad units
- Does not count towards your ad per page limit

# Tips on using a Mobile Anchor ad

- Add multiple ad networks that offer mobile anchor ads to increase competition, thus increasing the revenue potential. Find good-paying ad networks that offer flat CPMs at 100% fill rate.

- Set up geo-targeting. Some ad networks have different CPM offers per geo and with this data you will be able to accurately optimize the ad units based on the CPM rates they offer per target location.

- Set up mobile anchors on popular pages of your site - those with high engagement rates.

- Choose to set the anchors above the fold so viewability is close to 100% which is favored by advertisers

- Mobile anchors come in different sizes. Experiment on which size performs best for your site.

Publishers that have implemented mobile anchors along with the standard ad have increased their revenue by 10% - 15%.

1. *Get your analytics data and determine which pages are most popular on your site and what geos are driving traffic to your mobile site.*

2. *Reach out to <u>Monetizemore Support</u> on how to get the mobile anchor or overlay ads.*

AdSense for Mobile Policy

Mobile websites should also follow [AdSense for Content (AFC) policies](#). There are some special rules when it comes to implementing ads in mobile but there should always be a healthy balance between good user experience, quality content, and ad placements. The AFC policies are there to make sure of that.

## Mobile has some specific AdSense Policies

The main challenge in staying compliant on mobile is that there is simply less surface area in smartphones compared to desktop or even tablets. Because of this, there are some main guidelines to be reminded of when considering where to place your ads on the mobile-version of your site.

- The same ad limit per page (3 ad units for AdSense and 5 ad slots for Ad Exchange) apply to mobile site.

- Two or more ads are not allowed on the screen at the same time on a mobile site.

- When using responsive website themes, check your sites on different devices because the ad positions may change into non-compliant positions and could put your account at risk.

- Modification of AdSense code is allowed when using responsive ad units.

- Placing a 300x250 ad unit Above the Fold is considered a violation. Consider placing a 320x100 ATF instead.

## Sample use case: More than one ad per screen

A 300x250 ATF ad pushes the content below the fold. The reason behind this policy is that publishers should put content first before monetization in their site. Also, it violates the "one ad screen at a time" Google rule.

*Related Lesson: Lesson 3: Use the 300x250 Mobile Ad Unit Below the Fold (BTF)*

# This Tomato Getting 'Unchopped' Will Be the Most Relaxing Thing You See Today

Editorial Staff - Mar 14, 2016

1. *Always check your ad placements using different devices to make sure only one Google ad is showing on the screen at a time and that there is no ad-content overlap issues. Include this in your posting checklist if you have one.*

2. *Keep updated with Google AdSense policies. Subscribe to their <u>blog</u> if you haven't yet.*

Having a separate mobile ad strategy could work wonders in increasing the ad revenues of your website. Just make sure you maintain a good relationship with Google by following its fair ad implementation policies.

If you need help in increasing your mobile ad revenue, contact our Support Team: [mailto:support@monetizemore.com](mailto:support@monetizemore.com)