



# Fast ads: How to accelerate ad delivery for increased revenue

Why faster pages need ads to match



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February 2020 › Megaconference (Dallas)



# The evolution of the media landscape



Paper



Desktop



Mobile responsive



Mobile-first





# The Publisher Platform

Building the infrastructure for publishers to scale.

## Audience

Tools to reach a global audience of readers.

## Engagement

Mobile experiences for a mobile world.

## Monetization

Higher revenue alongside better user experiences.



Faster is always better.  
**Right?**



# Perhaps not always.

The faster we made the pages, the worse our first-position ads were performing.

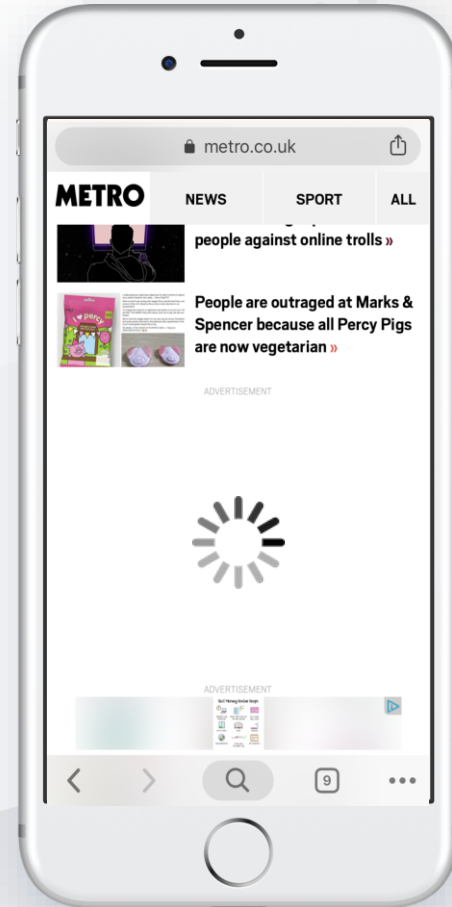
**This made no sense.**

**First position ads had worse metrics than the second and third positions.**

Key-values	SUM of Total CP	SUM of Total ave	SUM of Total Act
position=2	1,982.51	0.87	49.76%
position=1	1,786.40	0.73	46.69%
position=3	1,242.19	0.72	46.96%
position=4	855.47	0.7	43.54%
position=5	731.56	0.68	42.20%
position=6	583.55	0.64	38.60%
position=7	429.37	0.59	35.56%
position=8	294.68	0.58	35.35%
position=9	228.42	0.56	32.28%
position=10	724.85	0.36	10.36%
position=12	0	0.06	0.00%
position=11	0	0.06	0.00%
Total	0	0	0
	8,859.00	0	0
Grand Total	17,718.00	6.55	381.30%



The dreaded white space...

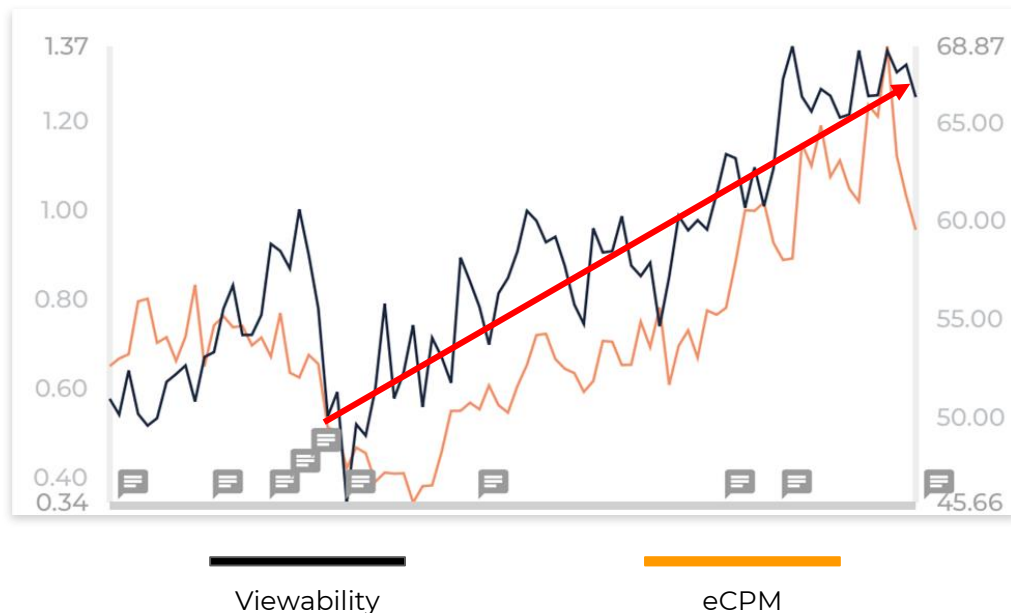


Ad viewability in the first  
viewport was costing  
publishers revenue.



# We tested the theory.

Every **10%** increase in viewability results in a **15%** increase in eCPM





We removed everything that  
wasn't essential to the **first**  
**impression.**



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## Remove passbacks

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Position the ads in parallel with page content



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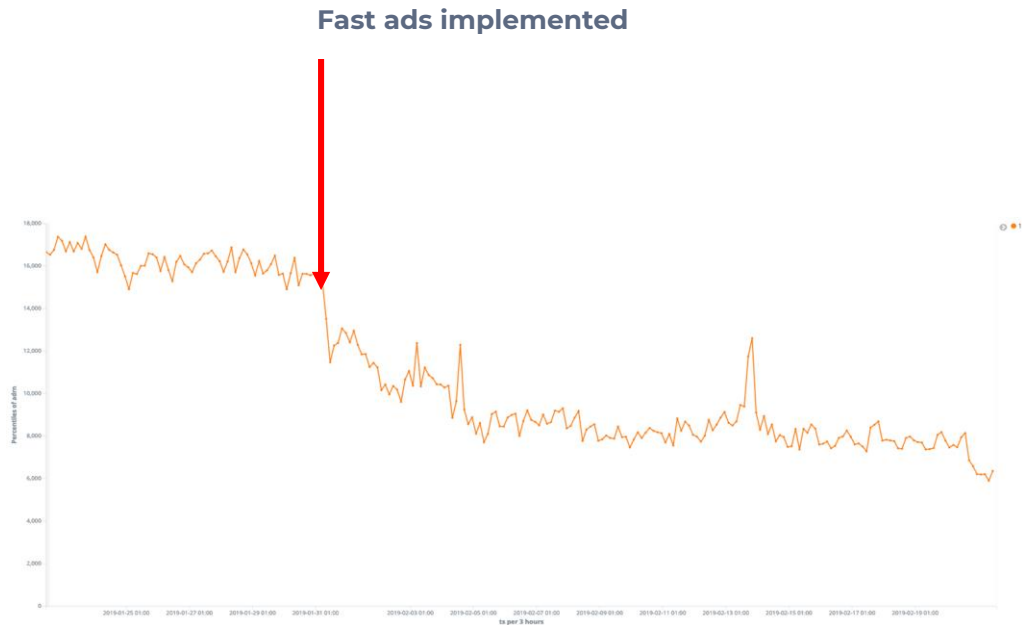
## Asynchronous loading

Execute smart/asynchronous loading for ad units

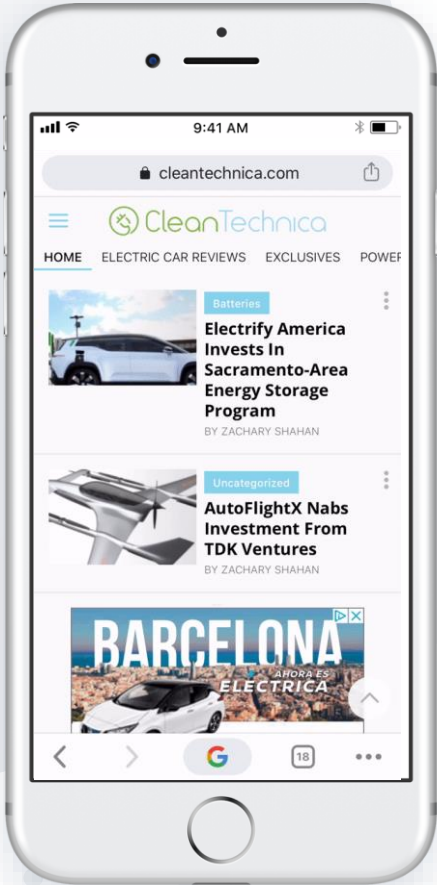


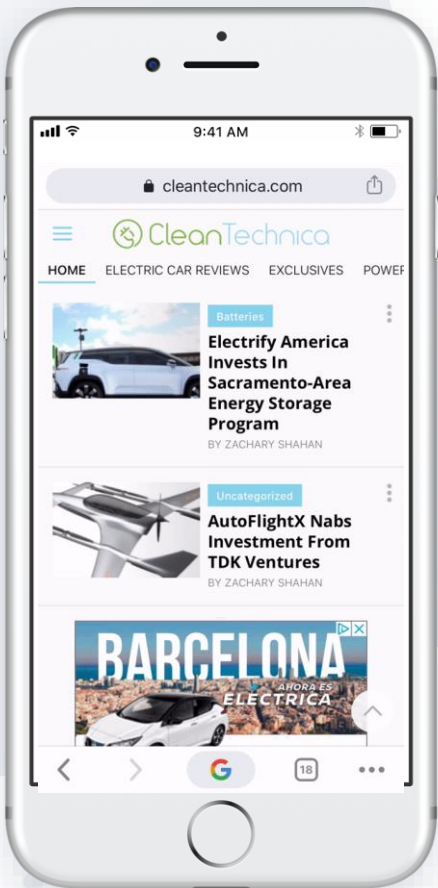
# Ads are slower than you think.

We found that we could slash the time for the first ad impression from 15 seconds to 4.5 seconds.



# And made lightning-fast first impressions





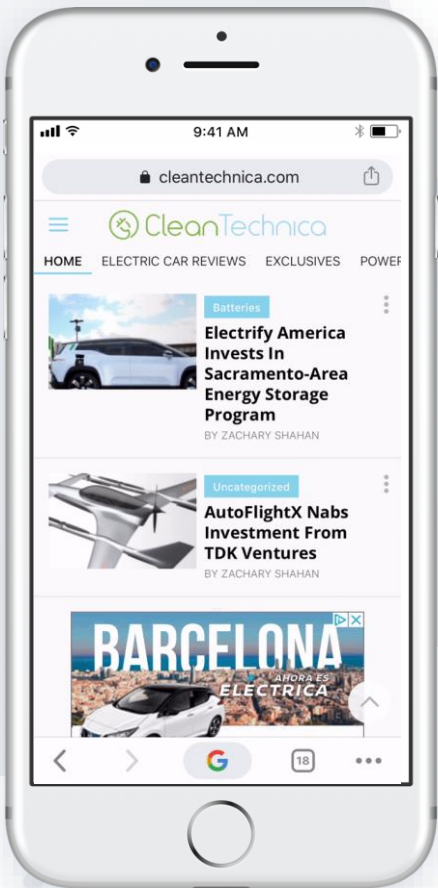
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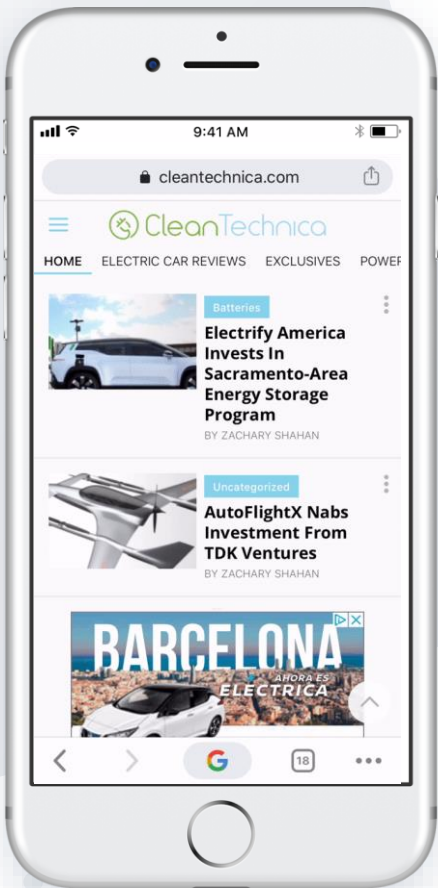
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Break all of the page in different chunks and request in order of prioritization





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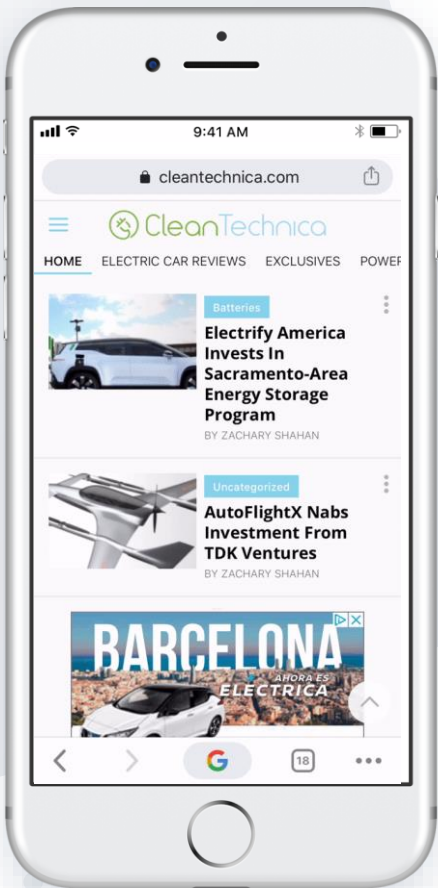
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## Higher priority ads

The first two impressions are done before any non-critical code is executed





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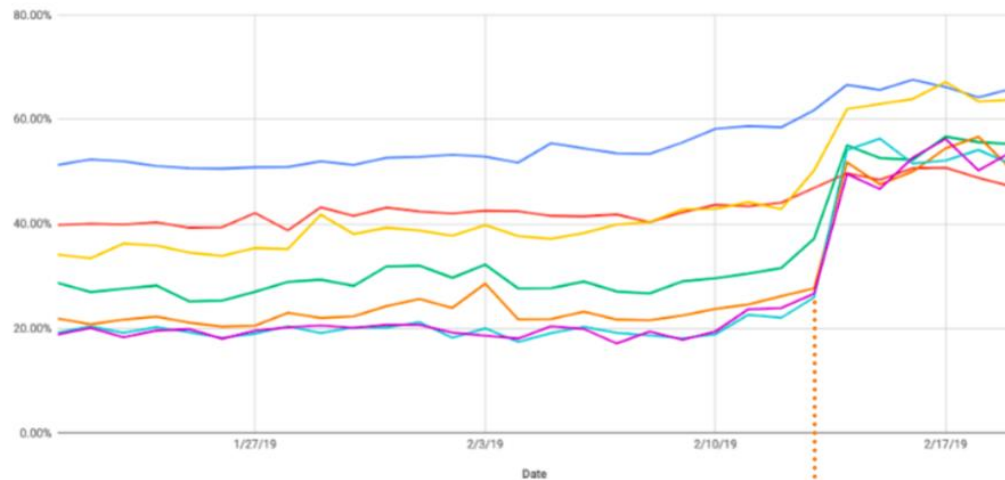
## AdOrder

We make sure the ads are requested in order of appearance in the scroll



# Viewability was instantly up.

Average viewability for the first position increased to over **60%**



Fast ads implemented



## Implementation with our publisher partner

22%

**Ad viewability**  
increase

300%

**Revenue** increase

X2

**Average revenue per**  
user



# Takeaways

Do less.



# Takeaways

Do less.

Do it less often.



# Takeaways

Do less.

Do it less often.

Do it faster.







# Q&A

## Thank you



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