Fast ads: How to accelerate ad delivery for increased revenue

Why faster pages need ads to match

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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.
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.
Cut monetization code by 50%
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Remove passbacks
We prepare all the connections that will be needed in advance
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Run ads in parallel
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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Prefetch, preload
We prepare all the connections that will be needed in advance
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Chunking
Break all of the page in different chunks and request in order of prioritization
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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%
The results

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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