



TOP 10 TIPS

BY PUBGALAXY MONETIZATION EXPERTS

PubGalaxy

1

Ad sizes

Choose the most popular IAB approved sizes (160x600, 300x250, 728x90) as standard ad sizes generate more demand in general. This translates into higher revenue for you at the end of the day. Test different ad sizes to see how each will perform. This will allow you to diversify demand over the ones that perform best for you.



2

Ad formats

It is good to test out various formats to see which will drive better performance, however, we recommend staying away from intrusive formats, as you want to keep your audience happy and returning.

3

How many ads are too many?

Don't use more than 4-5 ads per page. It ruins the user experience and decreases the value of each impression. Moreover, you might get a domain blacklisted for having too many ads per page.

4

Ad viewability

Try to increase your viewable inventory, as more attractive inventory means higher CPMs and ultimately - higher end revenue for you. IAB recommends that publishers aim at 70% viewability. As a rule of thumb, utilize your free above-the-fold (ATF) space and place ads near the most engaging content.



5

Page layout and ad position

Avoid drop-down menus covering your ads as this might result in accidental clicks and some advertisers might blacklist your domain or deduct a portion of your payment due to a policy violation. Leave enough space between ads and content and don't put them near navigation.



For article sites, it is a good idea to add an MPU (mid-page unit) in your content. You may try using article pagination, splitting longer articles into several pages. This will generate more ad calls, but don't go too granular as this may interfere with user experience.

6

Optimize page speed

This will have a positive impact on ad viewability and brings along a better user experience. Higher ad viewability means more attractive inventory and higher CPMs.

7

Optimize for mobile

Optimize your site for mobile: use responsive design or make a mobile version of your site.

Bonus tip: On mobile don't put two 300x250 above each other, as ad clusters deteriorate user experience by pushing content down.



8

Combined Performance Benefits

Most monetization platforms do not offer a 100% fill, due to the nature of the real-time bidding ecosystem. That's why it is a good idea to have an AdSense account which would fill the remnant inventory.

9

Price floors



As it may seem tempting to set a high price floor, sometimes that's not what's best for you and your end revenue.

Allowing us the flexibility to change floors, following the latest market shifts, will give us more opportunities to maximize your end revenue.

10

Don't try to be the expert in everything!

We know how much you'd love to be able to work on quality content and optimize your monetization strategy by yourself at the same time. However, the best strategy for your bank account is to partner with a monetization platform, which will take care of all the back-end work and optimization of your demand stack, while you take care for your content and driving more traffic to your website. We allow you to focus on your website, while we focus on its monetization.