

Optimize the viewability of your advertising media!

MEDIA IMPACT VIEWABILITY OPTIMIZATION

Lower ad weight improves loading times and therefore the visibility of your ads.

The lower the weight of the ad, the faster the ad is fully loaded and positioned when the user accesses the website. With long loading times, there is a possibility that the ad is no longer in the user's visible area. Tip: Ideally, the loading time should not exceed 0.5 seconds.

When creating the ads, **the visibility / measurement scripts** should be included in the total weight of the advertising materials.

In case of exceeding the weight specifications given by Media Impact, the loading process of the advertising media will be delayed and thus causes lower visibility.

For ads that are **postloaded**, the visibility scripts must be must be frontloaded.

This ensures that the visibility is measured at the time when the ad was initially loaded.

Large advertising media with sticky function increase visibility.

The sticky function keeps the ad in the user's visible area for longer. Additionally, large advertising media also increase the attention.

If you notice any problems with the visibility of your ads, contact MI for **effective optimization**.

Media Impact is always happy to help with any optimization questions you may have.

