# Floating Ads

Floating ads, Floating Video ads and other information

- [Floating Ad Through DSP](#)
- [Floating Video Ad](#)
- [Viewability tracking for Floating Ads](#)

# Floating Ad Through DSP

**A floating ad (also called layer ad or overlay ad)** is a special type of ad that flows/slides into the main page using animation. You can set the ad position on the main page. The user can click on a Close button to make it disappear.

## Problems that are being solved

Floating button can definitely bring a lot of value to the client. There are few problems that floating button tackles:

**Viewability on sites:** Floating ad by its nature can only be served on sites. Most of the time sites deliver maximum of 40%-50% viewability. While the average viewability of floating button seeks over 78%. In some markets viewability can reach up to 95%. With a higher viewability on site, naturally brands and agencies can expect better visibility. So for FMCG, Auto brands where viewability is key this is a great solution when it comes to better brand awareness, viewability, ad recall.

User interaction: As floating button is a unique and innovative solution users tend to show interest. On average CTR for floating button seeks around 1.62%, while in some markets it reached over 5%. Most of the time it is hard to get high CTR combined with sites. Floating button enables opportunity for various business to not only advertise on local sites, but to get a good CTR.

Brand recall/brand awareness through custom ads: Flaoting button doesn't have limits when it comes to creative development. Ads can be customised for a particular brand
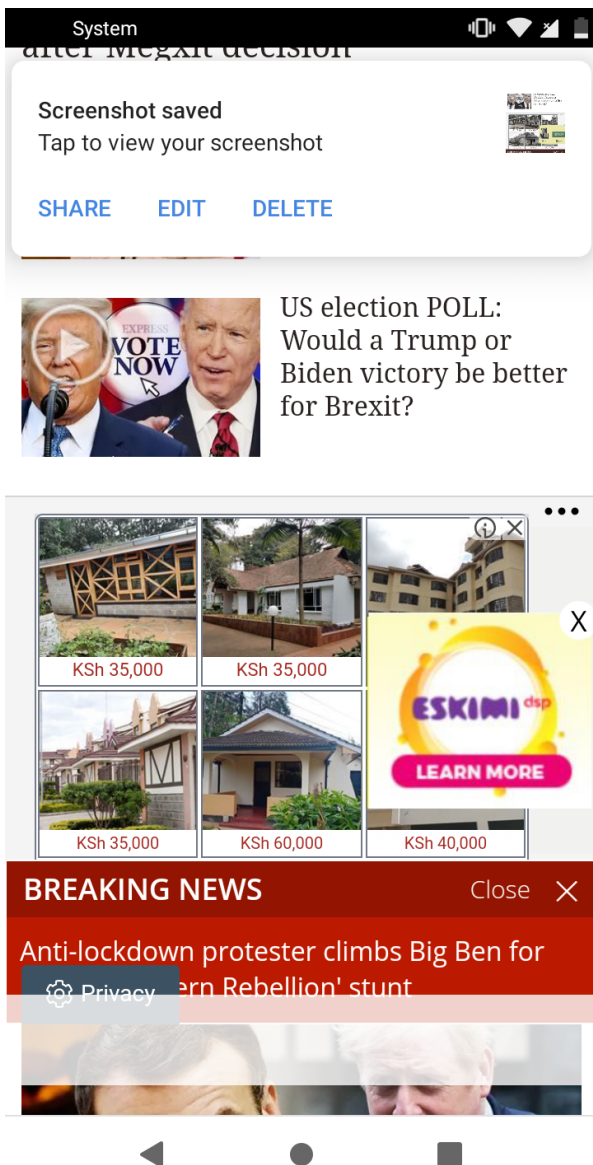
https://dsp.eskimi.com/campaign/DF3ptlrt.

Making floating ad more customised to your brand or goal will help the brand reach better brand awareness and brand recall.
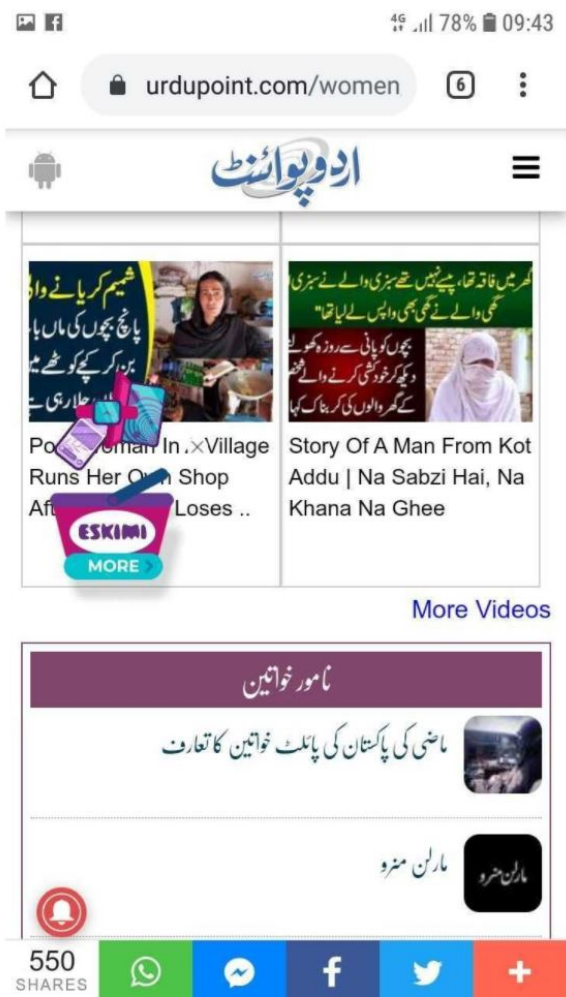
## Requirements:

### Standard Cube▫

For a simple floating banner, the solution client needs to share 150x125 .jpg, .gif image, or up to 4 different images.

**Custom Floating** ◾

Clients should share a .PSD file with the Eskimi team. While clearly indicating the flow - what should the banner do.

## Technological Part

Eskimi DSP developed a technology where it is possible to target top frame which will allow targeting placements that are not limited to frame (iframe, safe frame, etc). Through this targeting, the floating button can be properly served even on open RTB. In simple terms, the system is looking for a topframe=1 signal in the bid. It will be on the bid that has this signal. Top frame targeting is enabled by adops.

**Topframe targeting:**

☑ Enable topframe targeting

Additionally, we do not need to open any traffic. As the buying is happening through Open RTB.

## Limitations

The floating button cannot run on apps.

The floating button can run both on desktop and mobile web.

With the limited amount of exchanges that allow floating ad, sites where ads will be served will be limited as well. So we strongly recommend to not use whitelists/blacklists or create them based on floating ad testings. Due to limited traffic it is necessary to accurately plan and discuss possible limitations with other team members.

# Possible Results

| Country | Viewability | CTR |
|---|---|---|
| Zambia | 88.84% | 2.00% |
| South Africa | 76.71% | 1.50% |
| Ukraine | 65.30% | 1.00% |
| Tanzania | 62.03% | 0.80% |
| Nigeria | 79.69% | 0.80% |
| Sri Lanka | 78.07% | 1.00% |
| Kazakhstan | 92.39% | 1.50% |
| Kenya | 86.01% | 2.00% |
| Indonesia | 94.84% | 1.50% |
| Croatia | 95.18% | 0.78% |
| Ghana | 77.48% | 0.86% |
| Georgia | 81.18% | 2.00% |
| Belarus | 84.72% | 3.00% |
| Bangladesh | 77.73% | 0.80% |
| Total: | 78.68% | 1.12% |

# Viewability Tracking Limitations

1. User has to see the ad for least 1 second, so during the time user can change the page.

2. We have validation for viewability.
3. Other ads can hide the button.
4. Safeframe placements also hurts viewability. With SafeFrame ad code and tracking scripts are loaded, impression is bought, but SafeFrame prevents it from being showed. So the user, as it protects the frame
5. Local issues with users browser ( JS cache, browser/device lag )
6. Slow internet, can cause a dip in viewability ( scripts loading too long )

# Advertising Policies

| Alcohol | Betting |
|---|---|
| Allowed Through OpenRTB if the country regulation permits it | Allowed Through OpenRTB if the country regulation permits it |

# Exchange Policies

As floating ad goes out of the usual ad frame it is necessary to understand what is the sensitivity of the primary exchanges towards the ad. Here are the ways how floating ad can be executed on different exchanges.

| Magnite | Admixer | Doubleclick | Triplelift | ADP Partners | Setupads | OpenX | Pubmatic |
|---|---|---|---|---|---|---|---|
| OpenRTB | Not allowed. | Has a global safeframe solution. Not possible through PMPs | OpenRTB | OpenRTB - Only static. Floatings that explode cannot be used. | Not yet defined | Not allowed. Only with agreed publishers | OpenRTB |

# Publisher Lists

Unfortunately, it isn't possible to check site list before the campaign. Therefore, to get a site list before the campaign it is necessary to run a test campaign so publisher list would be received. From the current tests that were done here are the publisher lists based on different countries. Keep in mind that they may change with the bigger campaign budget and different campaign

strategy: http://bit.ly/3ljNASI

# Floating Video Ad

In addition to a regular Floating Ad we can also launch floating video button ads. Floating video ad is the same as our regular Floating Ad exception is that in addition we track video metrics, which are shown in the campaign. For the Floating video Ad we have a few requirements. Ad will be served autoplayed with sound off.

Floating ad video is available both on DSP and SSP. Follow general floating ad requirements when running floating ad video.

## Requirements:

- The file file should be in a .mp4 format.
- The file size must be no more than 4MB.
- Not possible to run floating video ads on iOS on battery save mode.
- Since the initial banner is 250x150 in size, the video has to be in a wide aspect ratio. If the floating video ad will be a square, of course the video must be prepared in a standard square (4:3) aspect ratio.
- Viewability tracking is a possibility.  To learn about it:

  https://manual.eskimi.com/books/floating-button/page/viewability-tracking-for-floating-ads

## Tracked Video Metrics

Floating video ads will track standard video metrics - first quartile, midpoint, third quartile, complete, VTR, CPV, CPCV, cVTR, VCR, View, Mute, Unmute, Pause.

## Example:
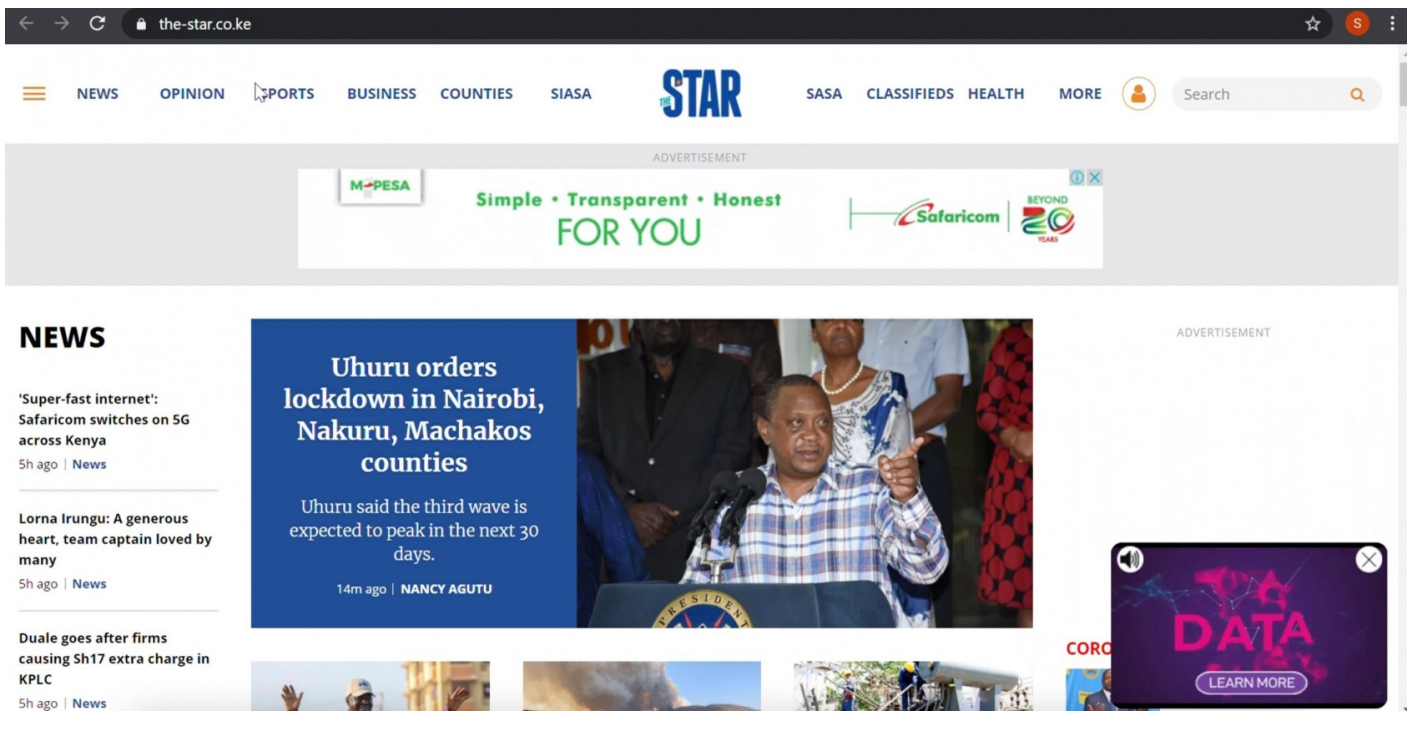
# Value Proposition For SSP

**User Engagement.** Floating ad video is user engaging solution. Click through rate may seek over 3%-5%.

**Video completion rate.** As the video starts playing video completion rate is higher than average video. Completion rate for 30 sec. video seeks 50%-60%.

**Ad Viewability.** On SSP ads are displayed with >80% viewability.

# Viewability tracking for Floating Ads

## Introduction

Viewability ads is a solution which can bring advertisers great CTR results, and provides very high viewability percentage. In this document we will show you how to enable viewability tracking for the "Floating Ads".

## Requirements

Requirements: your "Floating Ad" should have an additional script line, where we define the ad container to track.  The script line has to be defined inside the <script> </script> tags of the banner in the index.html file.
Required script line:

```
window.__eFlAdEl = document.getElementById("AD Container ID")
```

"AD Container ID" - this has to be entered either by the developer who made the ad, or you can indicated it yourself, by checking the ID of the first element after the <body> tag.

This line, will notify our tracking scripts what banner element to look for.

## Uploading to DSP

The process of uploading the floating ad is the same as a regular AD, however to enable Viewability tracking, the script line has to be implemented. And the "Tag is floating ad" checkbox together with "Minify tag" has to be checked.

**Floating ad support**

☑ Tag is floating ad

☑ Minify tag

**Width** *

1

**Height** *

1

Once the "Tag is floating ad" checkbox is enable we check if the script line is added, and as well we notify our bidding systems, that we will check the ads viewability. Without it viewability of the ad, won't be tracked.

If the script line is not found you will get this checkbox, which notifies that banner doesn't have it implemented.

Please add window.__eFlAdEl assignment. Example:
window.__eFlAdEl = document.getElementById("Tracking container ID")

R

OK

# Campaign approve

In campaign approve page we need to select "Enable topframe targerting" checkbox under "Creatives" section. This identifies for our bidders to target only placements available with floating/expanding delivery.

**Verification settings:**
☑ Verify on The Media Trust service

**Topframe targeting:**
☑ Enable topframe targeting

**Creative isolation settings:**

Form navigation

Info

Main settings

| Creatives

# FAQ

**Q.** I have uploaded the ad, checked the checkbox but got this message when trying to save it:
Please add window.__eFlAdEl assignment. Example:
window.__eFlAdEl = document.getElementById("Tracking container ID")
**A.** This popup message indicates that the script line which tells the system which AD container ID to track is not implemented. Please refer to your AM where you obtain the AD, and ask them to implement it.

**Q.** Script line is implemented but I am getting no viewability metrics.
**A.** Check the AD code, the script line is implemented, but most likely and incorrect ID is provided to the script, double check the AD Container ID's

**Q.** I have no HTML/JS experience can I implement this my self ?
**A.** Yes you can. Firstly check the ad container it is usually the **first element after the <body> tag** see example below ( <body> defines the start of a HTML document, so in our case the AD )

```
<body>
    <div id="baseAdContainer" class="row" style="margi
     <div id="son" style="position:absolute; display:r
        <a href="{click_url}" target="_blank">
            <img src="img/sonframe.jpg" width="320">
        </a>
    </div>
  </div>
```

As we can see after **first tag after <body> is a <div>** with an ID named: **"baseAdContainer"** this will be the ID which we need to indicate to the script line.

Next copy the script line and paste it at the **first open <script> tag** like in the example below:

```
    <script src="js/jquery.event.move.js"></script>
    <script src="js/jquery.twentytwenty.js"></script>
    <script>
window.__eFlAdEl = document.getElementById("AD Container ID")

    $(window).load(function(e) {
        $(".twentytwenty-container[data-orientation!='vertical']").twenty
         $(".twentytwenty-container[data-orientation='vertical']").twen
    animate();
    });
```

And **change the "Ad Container ID" text** to the ID which we have gather in the previous example, in our case this will be: **baseAdContainer**

So the final script line will be:

```
    <script>
  window.__eFlAdEl = document.getElementById("baseAdContainer")

  $(window).load(function(e) {
      $(".twentytwenty-container[data-orientation!='vertical']").
        $(".twentytwenty-container[data-orientation='vertical']").
      animate();
      });
```

Thats it. If you are editing in an external text editor save the HTML file, archive it to a .zip file and upload it to the dashboard, alternatively you can upload the .zip file, and do these simple changes in our code editor inside the dashboard.

**Q.** I want to implement this by myself, and I see the first element after the <body> tag, but there is no ID, what should I do.
**A.** Yes you can add it. Simply adding this: id="YOUR ID NAME GOES" to your element ( don't forget to change the name of the ID) , or you can grab another which goes after the first body element