Sticky Ads

Header, footer, sidebar and full-screen ads that stay on screen.

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Everything You Need to Know About Sticky Ads

Sticky ads are exactly what it says on the tin: A*ds that stick* to user's screen even when users scroll the page in any direction.

Issue that they solve

In the times of bot traffic, ad fraud, and ad block, precious few ads make their way to real people who promptly scroll through the page – looking for something that catches their interest. The rise in digital advertising has provided publishers with a plethora of ad formats that can help in combating these issues.

Advertisers want conversions, and their ads are useless if there's no one around to see them. For this reason, most advertisers would gladly pay a premium for impressions with a high viewability rate.

There's also the case of banner blindness which is a matter of concern for both publishers and advertisers. Here's an expert roundup for publishers we did on reducing banner blindness.

Optimizing for viewability—without jeopardizing user experience can be tricky, but sticky ads walk that fine line with ease.

Types of Sticky Ads

Normally, there are two types of sticky ads: Horizontal and Vertical. Here's what they look like and where their location generally is:

Horizontal: These ads are present at the top or the bottom of the webpage. They generally spread from one end to the other end of the screen in a landscape manner.

Vertical: Contrary to the landscape size of horizontal sticky ads, vertical ones are portrait-sized and exist on the sides of the webpage.

What the Metrics Say About Their Performance

They perform significantly better than standard display ads, for several reasons.

Now that ads are practically white noise to the online population (read: Banner Blindness), getting views and intentional clicks on ads, clicks that drive sales/conversions for advertisers and raise your traffic's value on their graph – is a monumental task.

In the face of users' complete indifference, well-implemented sticky ads refuse to be scrolled past and forgotten; and they do all this without being overly intrusive.

Pros and Cons of Sticky Ads

Like other ad formats, sticky ads have both pros and cons attached to them. While they are majorly preferred by both publishers and advertisers, they come with their own set of disadvantages. We've covered major ones below:

Pros

- They increase ad viewability, thus resulting in a higher revenue.
- They are less intrusive to website visitors.
- They can be customized in many ways across different webpages.

Cons

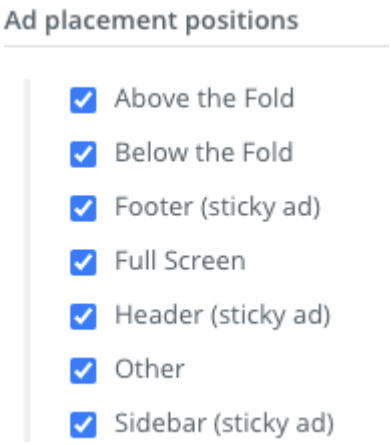
- Some ad networks do not allow sticky ads, so your options can be limited.
- Sticky ads can sometimes reduce the performance of other ad formats.
- Sometimes, they can take up a lot of space on the webpage.
- May ruin a website's look if proper ad placement is not done.

How to Target Sticky Ads on Eskimi?

To successfully target sticky ad inventory you should select ad placement position. You should navigate accordingly:

1. Start to set-up the campaign or edit already created campaign.
2. Navigate to Optimisations, deals & packages section.
3. Expand Ad Placement position.

4. Choose the relevant placement under the dropdown. You can choose more than one placement depending on your business case.



More information about monthly ad impressions, sites/apps you will find on traffic discovery: https://dsp.eskimi.com/admin?function=trafficDiscovery

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Limitations

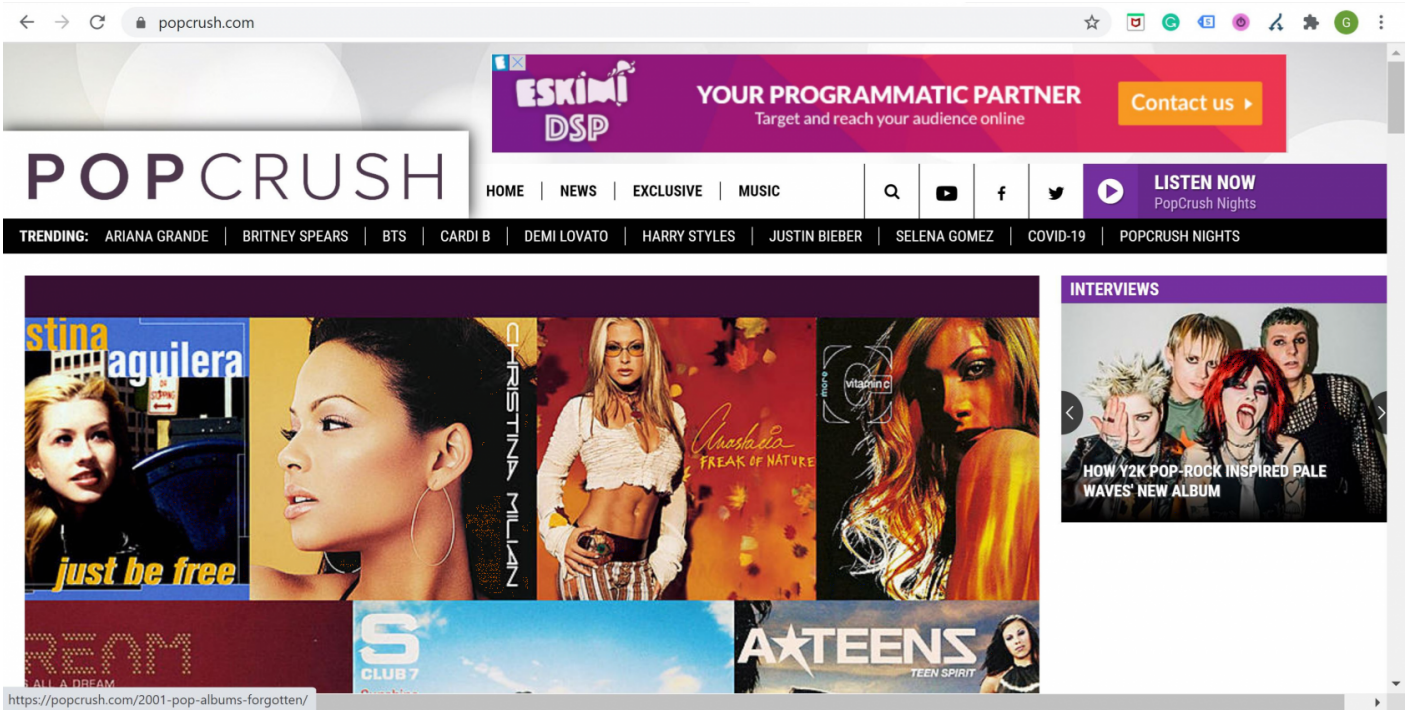
Sticky ads **won't be available on all DSP sites and apps**. Traffic for these placements will be limited. Therefore, always check traffic discovery.

Traffic for these placements will be limited.

Header (Sticky Ads)

A sticky ad is an ad unit which stays visible on the page while the user scrolls through the content of your page. Sticky ads are a non-intrusive format that can be very effective to increase CTR and your Active View metrics.

Header sticky ads are present at the top of the webpage. They generally spread from one end to the other end of the screen in a landscape manner.



Note: the traffic and performance figures on this page are a historical snapshot, not live data. Ask your Eskimi account manager for current volumes.

Header sticky ads mostly consists of these ad sizes. Indicating that creative size will be rather small. Therefore, it is essential to fit the information to the banner so it would be well visible.

Creative Size	Impressions
320x50	84,912,419
300x250	15,330,892
728x90	14,716,507
300x50	11,764,899

320x100	1,338,140

Additionally, almost **70% of all Header sticky ad** traffic comes from apps.

Types	Impressions
App	90,242,763
Site	39,314,299

While, when it comes to countries these are the **leading markets with the most traffic** for header sticky ad.

Country	Impressions
Indonesia	37,644,822
South Africa	13,594,676
Brazil	10,513,735
United Arab Emirates	6,005,646
Jamaica	5,393,127
Thailand	4,456,940
United States	4,422,286
Malaysia	3,764,192
Russian Federation	3,491,415
Nigeria	3,487,674
Georgia	3,409,117
Canada	2,923,852
Kenya	2,452,110
Australia	2,221,265
Armenia	1,664,195
Ghana	1,517,050
Romania	1,401,335
Bangladesh	1,376,131
Vietnam	1,030,511
Sri Lanka	953,642
Global	**129,557,062**

Without any optimization results for **Header sticky ads** might be:

Country	Viewability	CTR
Nigeria	62.01%	0.16%
Kazakhstan	74.07%	0.49%
Kenya	59.02%	0.26%
Indonesia	83.05%	2.27%
Bangladesh	88.93%	4.19%
Total:	**75.02%**	**1.83%**

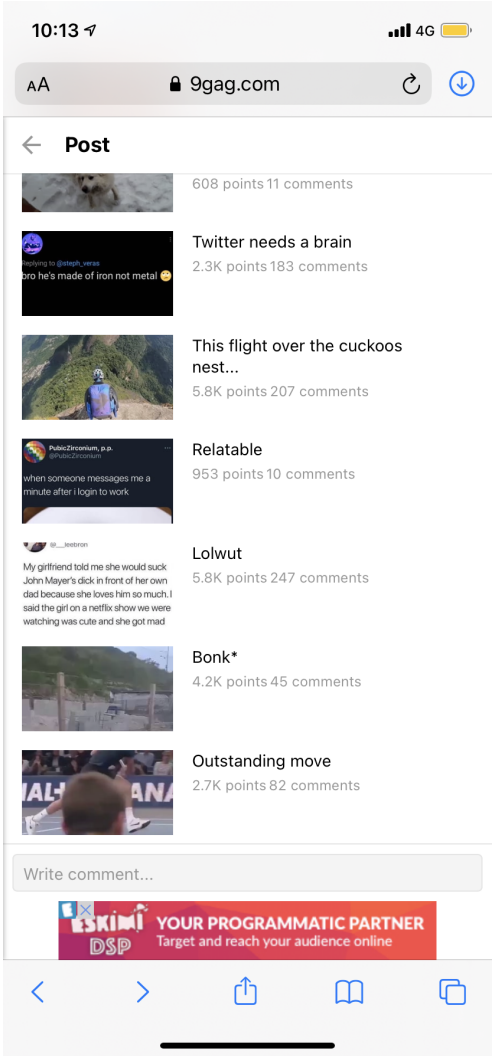
Where the split between apps and sites was rather similar.

Apps	Sites
58.68%	41.32%

Footer (Sticky Ads)

A sticky ad is an ad unit which stays visible on the page while the user scrolls through the content of your page. Sticky ads are a non-intrusive format that can be very effective to increase CTR and your Active View metrics.

Footer sticky ads are present at the bottom of the webpage. They generally spread from one end to the other end of the screen in a landscape manner.



Footer sticky ads mostly consists of these ad sizes. Indicating that creative size will be rather small. Therefore, it is essential to fit the information to the banner so it would be well visible.

Creative Size	Impressions
320x50	595,236,964
300x250	175,641,606

300x50	113,459,929
320x100	107,423,631
728x90	67,648,701
300x100	53,788,083
250x250	24,159,372
336x280	16,187,811
120x600	14,937,884
320x480	10,795,127
970x90	9,455,822
300x600	9,376,698
468x60	5,289,943
728x40	3,436,014
200x200	2,565,934
160x600	2,551,965

Additionally, almost **84% of all Footer sticky ad** traffic comes from sites.

Types	Impressions
Site	1,032,856,166
App	190,469,961

While, when it comes to countries these are the **leading markets with the most traffic** for Footer sticky ad.

Country	Impressions
South Africa	311,413,043
Indonesia	149,453,649
Serbia	144,079,956
Nigeria	102,937,638
Latvia	78,213,702
Bangladesh	41,432,005
Kenya	35,548,890

Japan	19,843,346
Thailand	18,588,615
Ghana	18,200,852
Brazil	17,927,013
South Korea	16,374,853
Cambodia	14,039,755
Israel	12,866,074
India	11,770,827
Turkey	11,482,200
Spain	11,340,955
Malaysia	11,239,907
Australia	10,963,189
Angola	9,288,849
Global	**1,223,326,127**

With default optimisation **Footer ads** may deliver these kind of results:

Country	Viewability	CTR
Nigeria	77.00%	0.16%
Kazakhstan	80.46%	0.39%
Kenya	83.06%	0.13%
Indonesia	78.84%	0.23%
Bangladesh	87.32%	0.12%
Total:	**81.54%**	**0.21%**

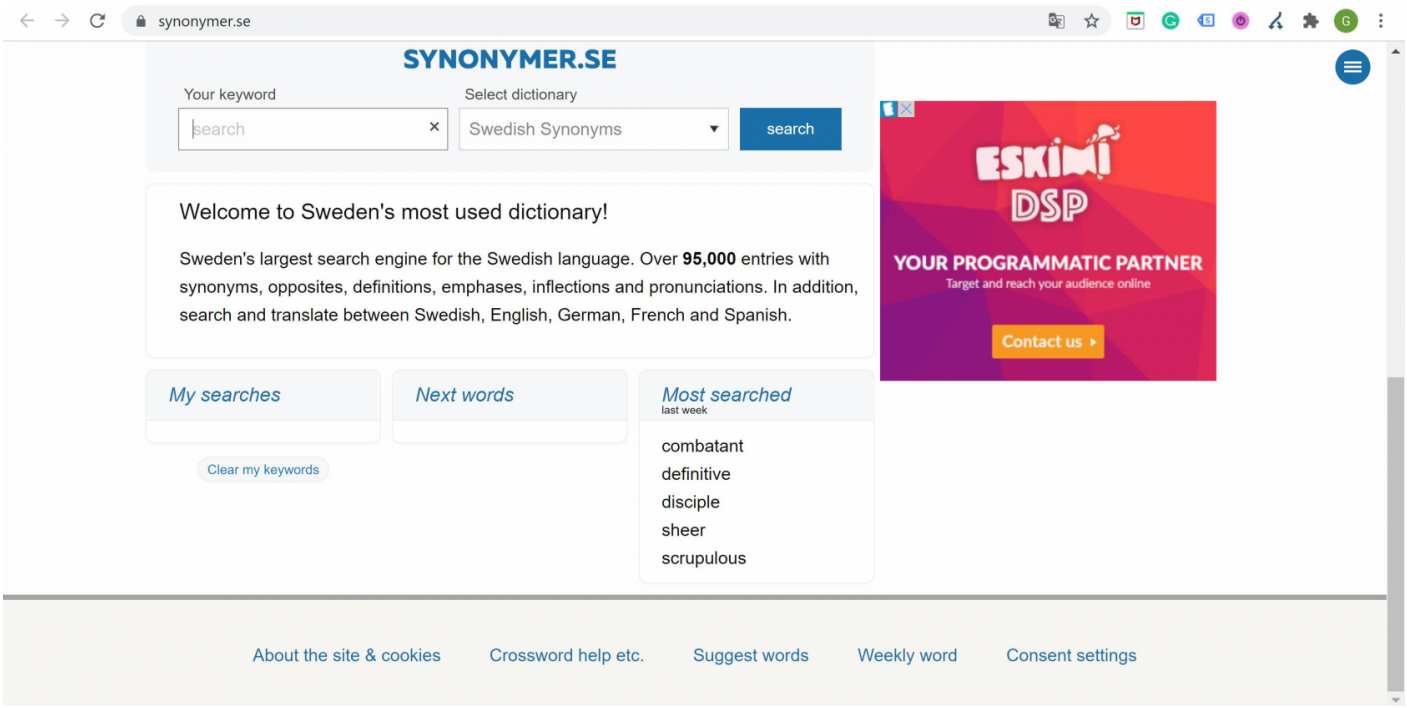
Where the split between apps and sites was rather similar.

Apps	Sites
52.78%	47.22%

Sidebar (Sticky Ads)

A sticky ad is an ad unit which stays visible on the page while the user scrolls through the content of your page. Sticky ads are a non-intrusive format that can be very effective to increase CTR and your Active View metrics.

Sidebar sticky ads contrary to the landscape size of horizontal sticky ads, vertical ones are portrait-sized and exist on the sides of the webpage.



Sidebar sticky ads mostly consists of these ad sizes. Indicating that creative size will be rather small. Therefore, it is essential to fit the information to the banner so it would be well visible.

Creative Size	Impressions
320x50	878,588,743
300x250	447,936,818
300x50	125,748,099
320x100	109,986,378
120x600	86,401,726
300x100	82,902,714
728x90	80,623,027

250x250	70,157,859
160x600	66,512,232
300x600	49,660,600
336x280	37,290,889
234x60	30,786,546
200x200	29,395,316
160x90	16,450,358
240x400	15,631,884
970x250	13,287,764

Additionally, almost **99% of all Sidebar sticky ad** traffic comes from sites.

Types	Impressions
Site	2,216,119,289
App	941,154

While, when it comes to countries these are the **leading markets with the most traffic** for sidebar sticky ad.

Country	Impressions
India	688,388,775
South Africa	300,994,061
Nigeria	286,324,743
Israel	111,919,042
Kenya	97,584,306
Ghana	74,210,105
Russian Federation	71,967,234
Japan	58,555,597
Malaysia	45,506,242
Bangladesh	38,867,995

Georgia	27,731,901
Indonesia	21,601,741
Slovenia	20,106,944
Tanzania	18,299,467
Turkey	18,008,583
Australia	17,173,808
Cameroon	16,517,667
Romania	16,514,997
Zambia	14,749,561
Poland	14,745,105
Global	**2,217,060,443**

With default optimisation **Sidebar ads** may deliver these kind of results:

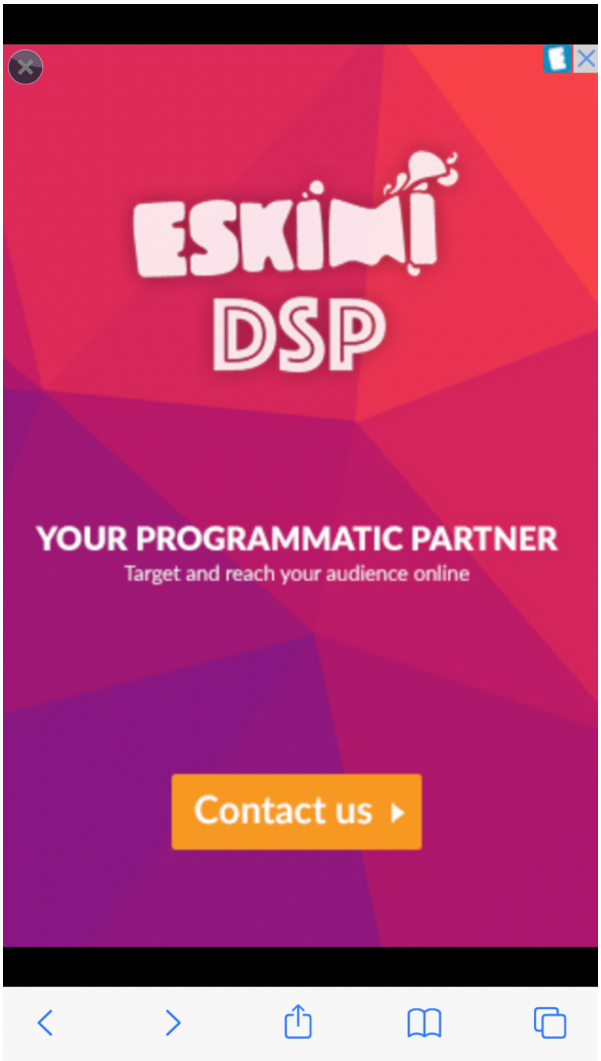
Country	Viewability	CTR
Nigeria	60.41%	0.14%
Kazakhstan	77.75%	0.42%
Kenya	62.74%	0.11%
Indonesia	67.64%	0.06%
Bangladesh	58.40%	0.12%
Total:	**64.68%**	**0.14%**

Sites were dominating when it came down to placement comparison.

Apps	Sites
8.86%	91.14%

Full Screen

Full-screen ads that cover the interface of their host app or site. These ads appear between content, so they place at natural transition points or breaks, such as in between activities or game levels. Their full-coverage is what differentiates them from other ad types, like pop-up, native, and banner ads.



Why prefer Interstitial ads:

- Larger sizes leave **larger impressions** on users
- Higher impression rates mean **higher click-through rates**

Full Screen ads mostly consists of these ad sizes. Indicating that creative size will be large. Therefore, there is more space to share your message.

Creative Size	Impressions
320x480	37,449,043,850
480x320	3,328,270,323
768x1024	524,727,237
1024x768	158,021,896
720x1280	138,618,425

While when it comes to banner and video split for full screen ads, video takes the lead. Over **50% of all possible ad impressions** are video ads.

Creative Type	Impressions
Video	22,016,059,674
Banner	19,610,650,876

Additionally, over **90% of all Full Screen ad** traffic comes from apps.

Types	Impressions
App	41,608,923,201
Site	17,787,349

While, when it comes to countries these are the **leading markets with the most traffic** for Full Screen ad.

Country	Impressions
India	9,241,284,965
Indonesia	6,272,050,526
Philippines	3,907,130,477
Japan	3,253,082,857
South Korea	2,458,822,998
Ukraine	1,567,795,346
Bangladesh	1,550,722,932
Vietnam	1,500,487,479
Thailand	1,329,995,310

Malaysia	1,280,880,294
South Africa	1,018,355,166
Nigeria	981,184,264
Australia	799,043,298
Kazakhstan	671,379,040
United Arab Emirates	483,921,886
Saudi Arabia	393,945,262
Azerbaijan	390,343,624
Belarus	377,894,809
Ghana	314,179,732
Nepal	300,340,792
Global	**42,973,062,771**

Country	Viewability	CTR
Nigeria	83.06%	2.58%
Kazakhstan	88.88%	2.87%
Kenya	73.44%	2.88%
Indonesia	85.81%	3.67%
Bangladesh	87.91%	6.00%
Total:	**82.10%**	**3.41%**

Apps were dominating when it came down to placement performance.

Apps	Sites
99.58%	0.42%