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

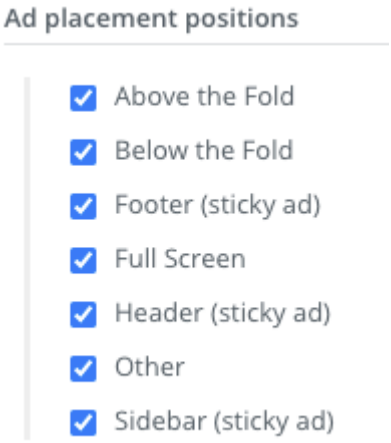
- Some ad networks do not allow sticky ads, so your options can be limited.
- Sticky ads can sometimes reduce the performance of other ad formats.
- Sometimes, they can take up a lot of space on the webpage.
- May ruin a website's look if proper ad placement is not done.

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.

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