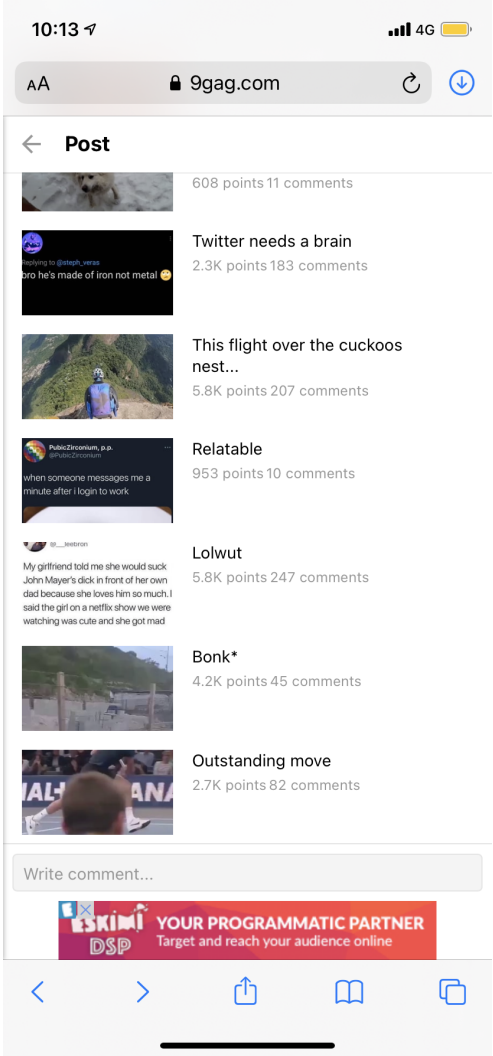
Footer (Sticky Ads)

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%

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