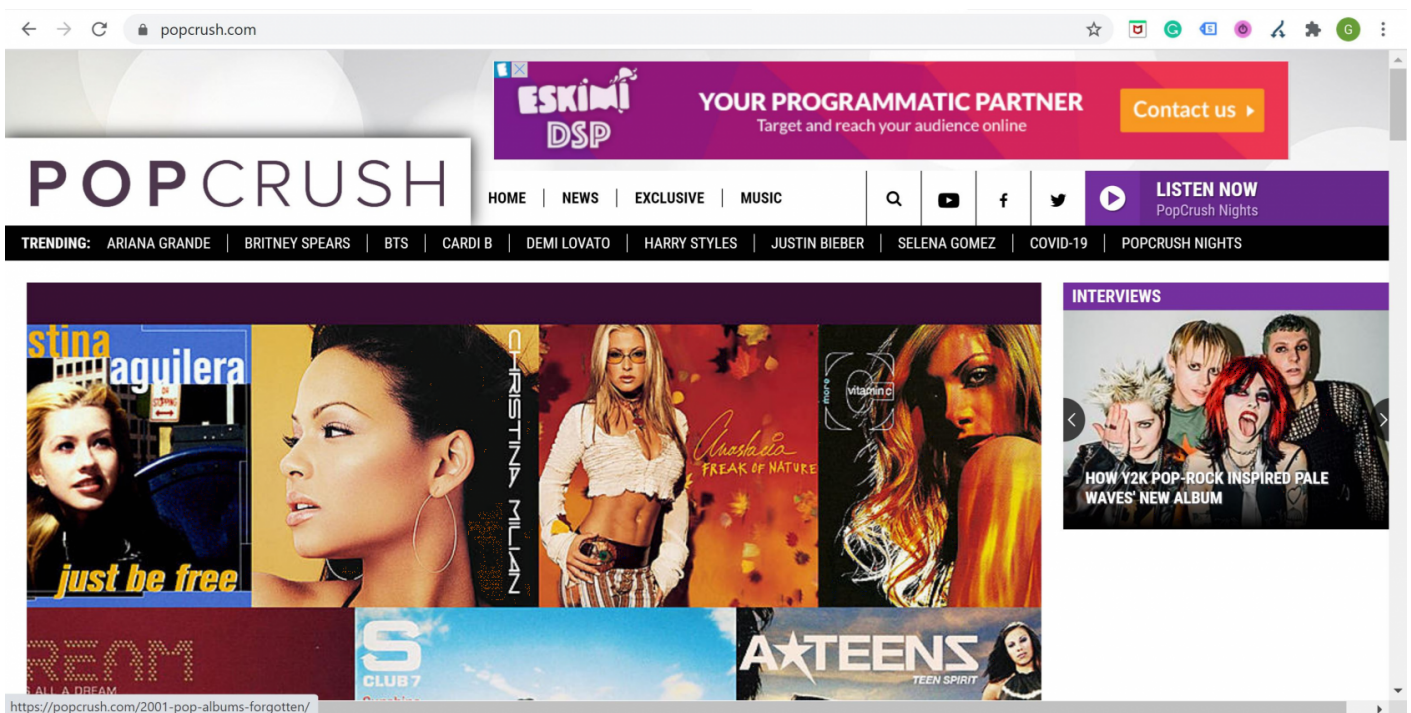


Header (Sticky Ads)

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.



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% |