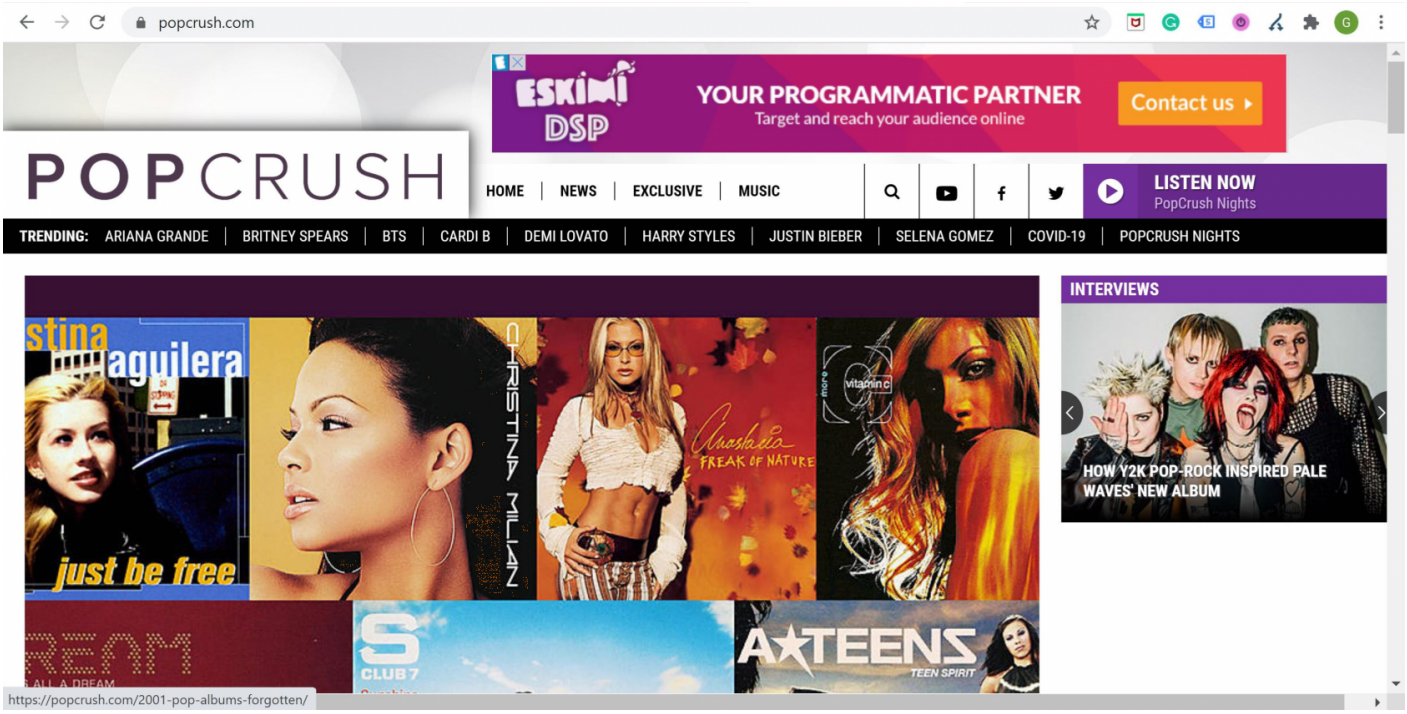
Header (Sticky Ads)

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%

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