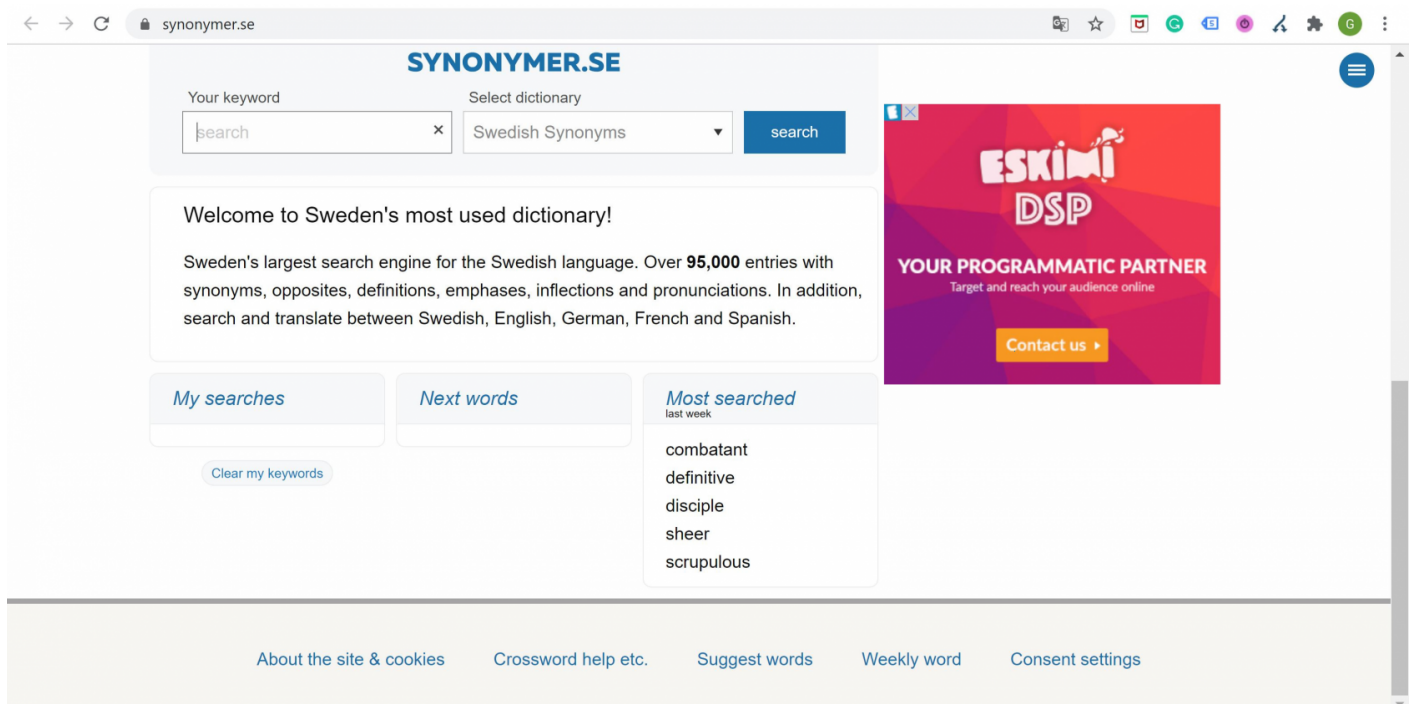


# Sidebar (Sticky Ads)

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% |