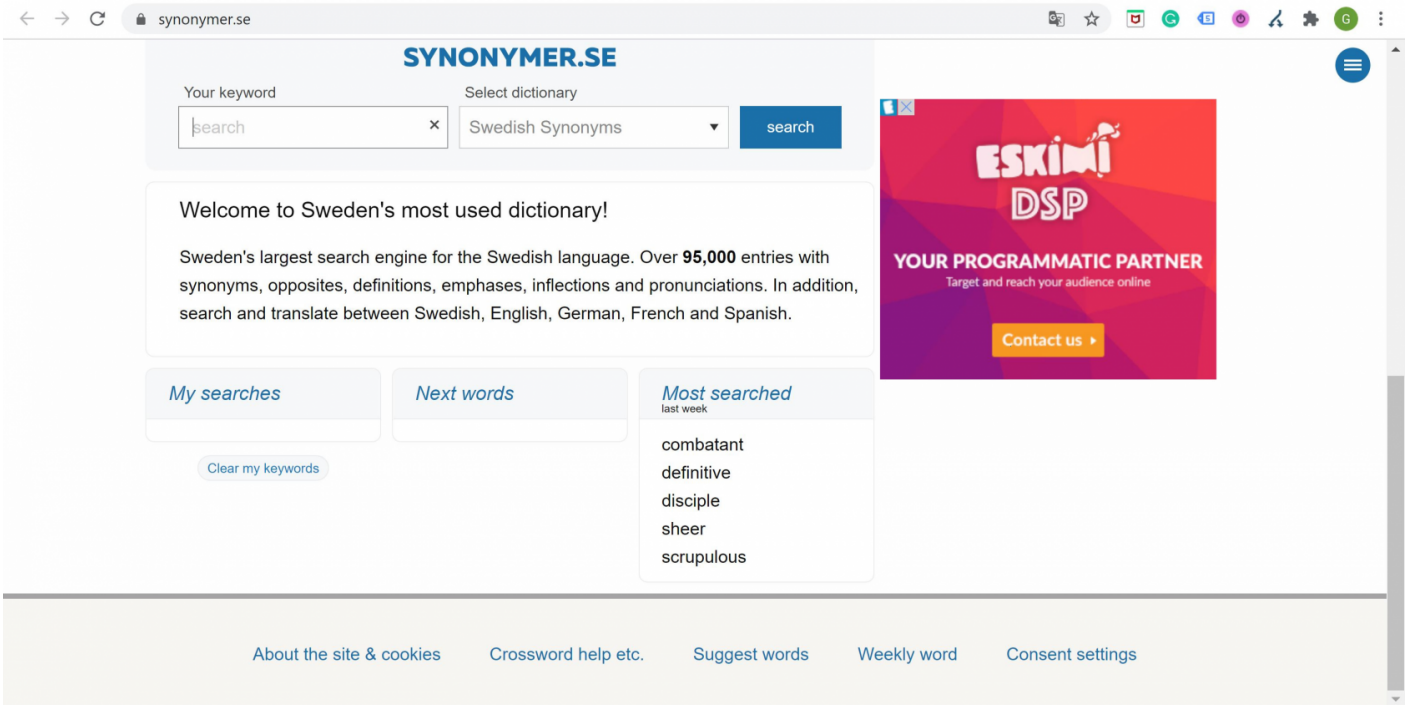
Sidebar (Sticky Ads)

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%

Revision #13
Created 24 February 2021 18:49:44 by Gabriele
Updated 25 April 2024 09:59:46 by Gabriele