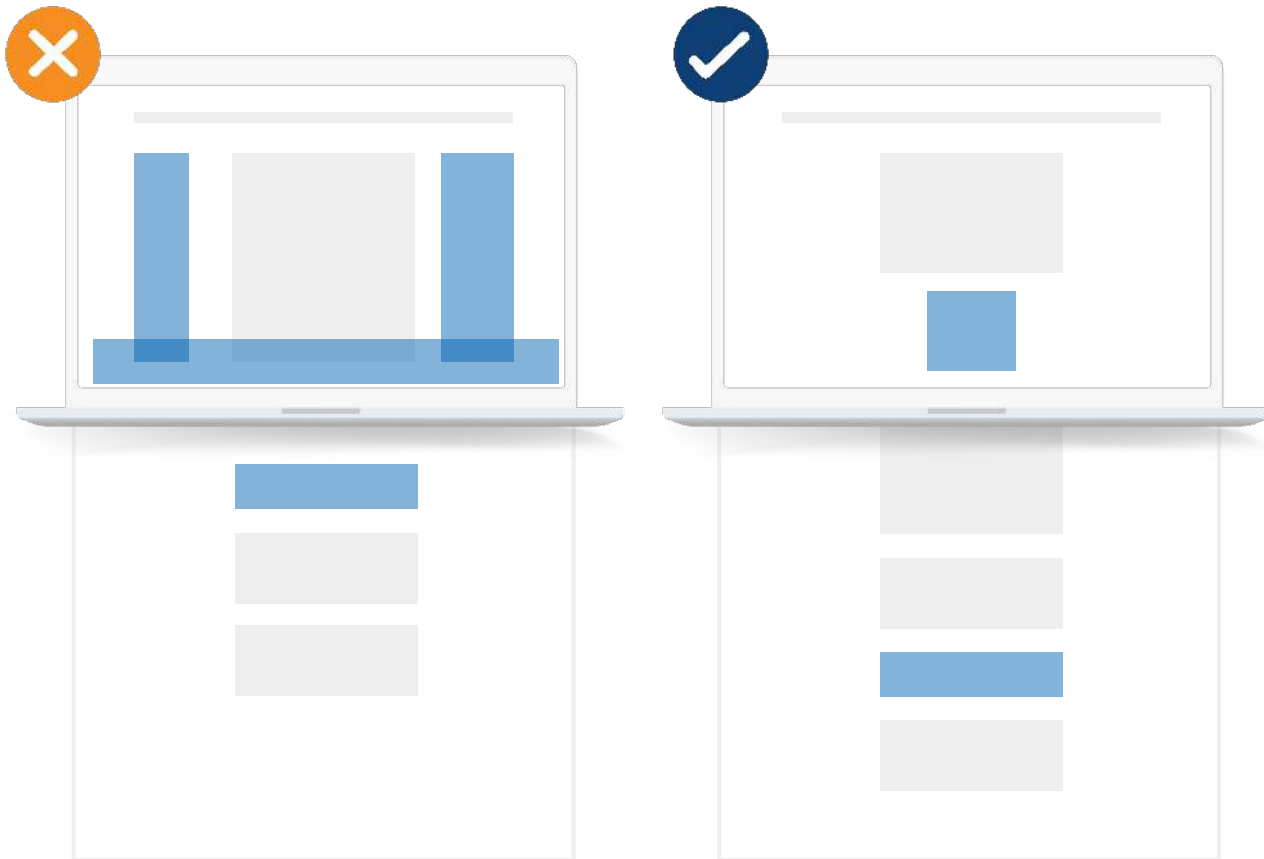


Ad-to-content ratio



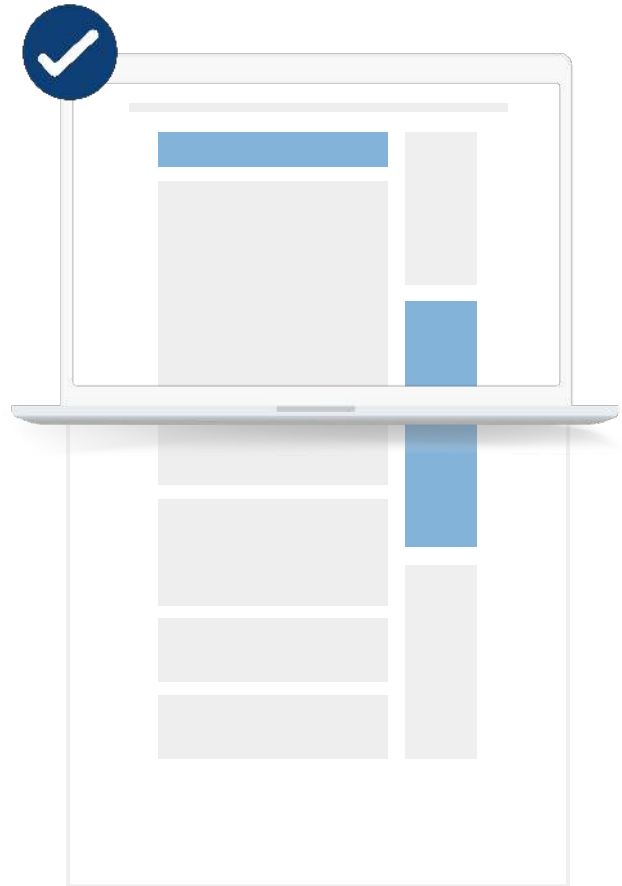
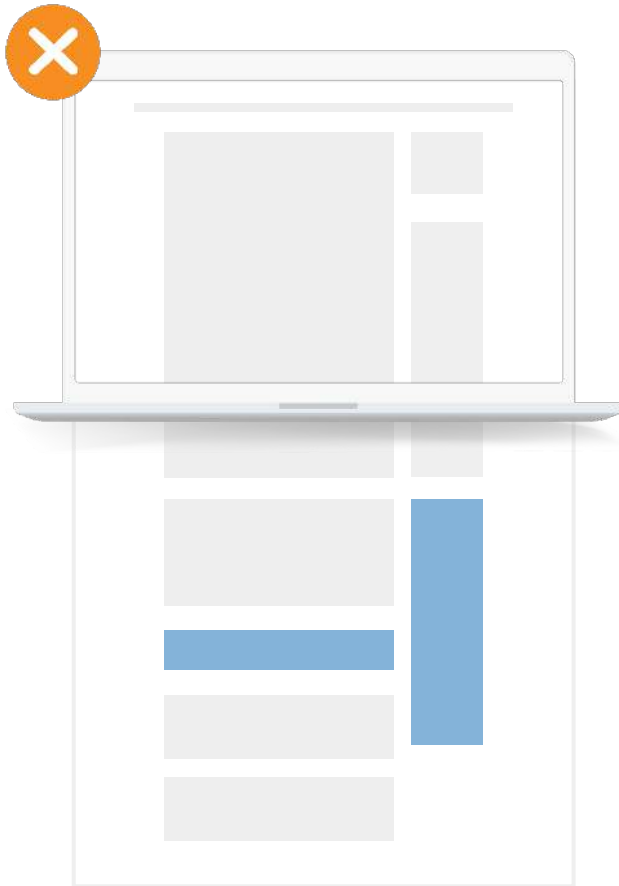
Concerns about this layout: There are three ad units appearing above the fold. This number of ad units:

- Can deter users from the site
- Increasing bounce rate
- Reduce overall ad revenue
- Policy Violation risk depending on the type of content

Optimizations to implement: Balancing the number of ads on a page to the content can:

- Improve viewability
- Increase ad revenue
- No policy issues

Viewability



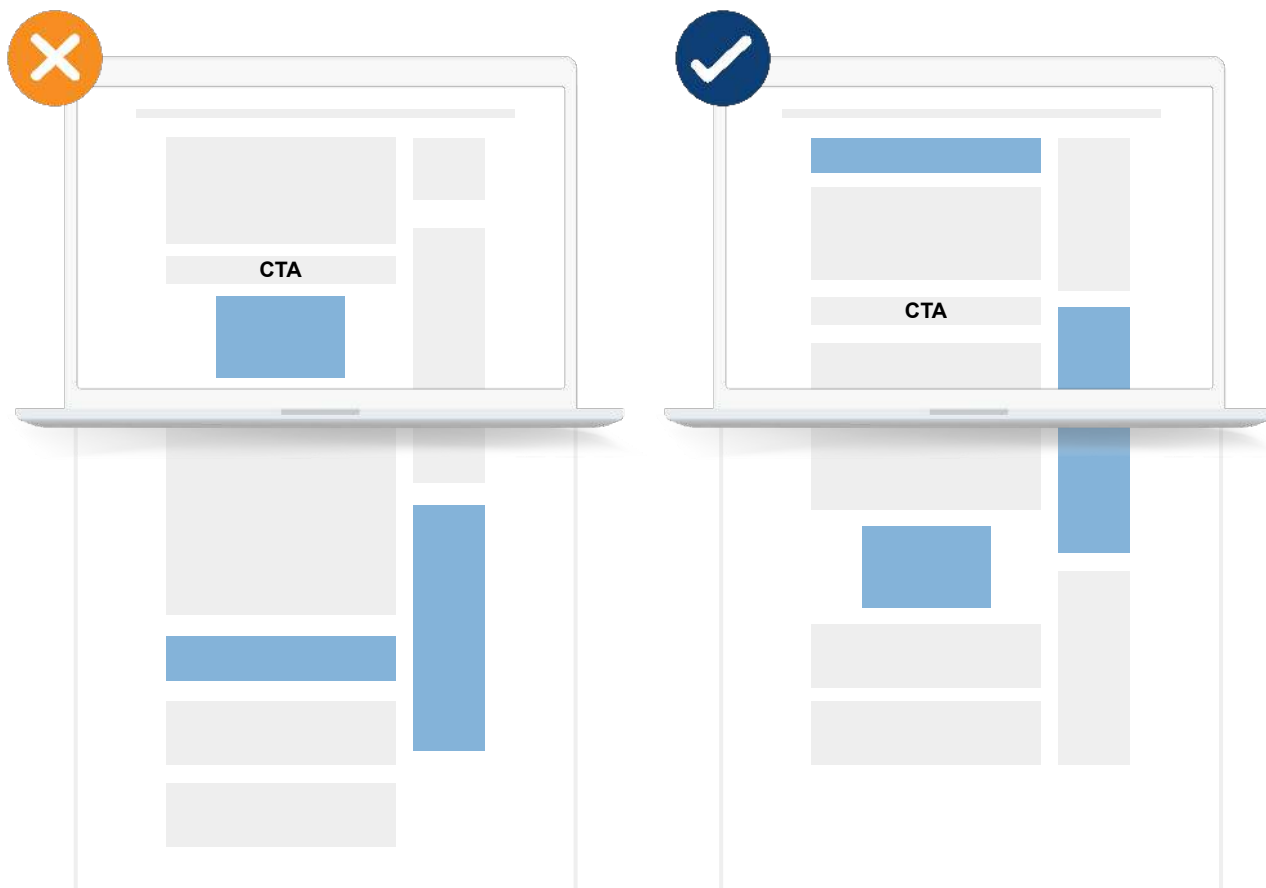
Concerns about this layout: With no ads appearing above the fold, this:

- Reduces viewability
- Overall ad revenue
- Reduced partner participation

Optimizations to implement: You can improve this ad layout by simply adding ad units above the fold that provide higher viewability such as:

- Banner ads
- Side rail
- In-article

CTA proximity



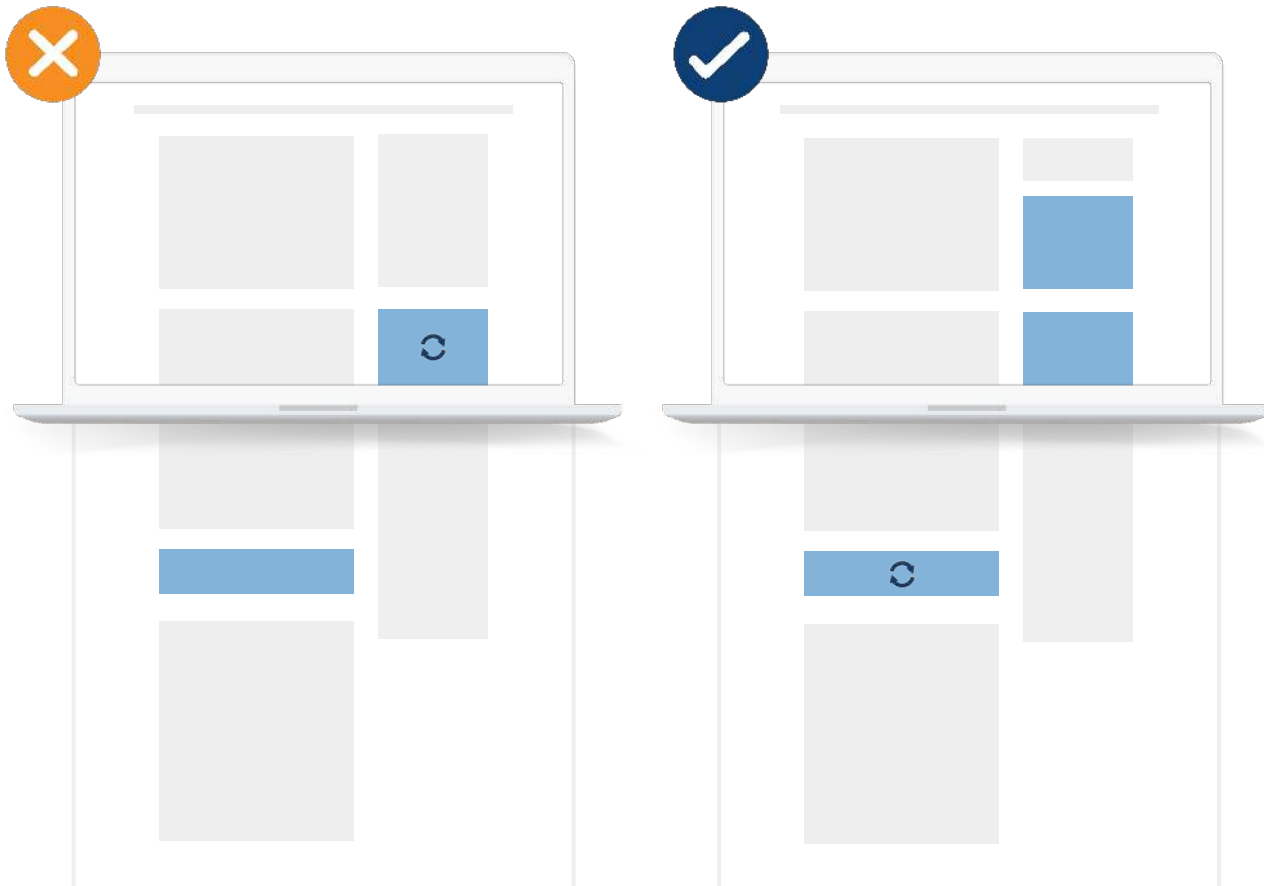
Concerns about this layout: If your ad unit is close to a CTA, there is a concern that they may incorrectly click your ad instead of the CTA. This can result in:

- Incorrect conversions
- Being penalized for it

Optimizations to implement: To improve this ad layout, you can adjust where your ad unit is on the page to prevent any errors.

- Reduced clawbacks
- Higher participation and win rate from partners

Use of refresh



Concerns about this layout: In the ad layout, you have a sticky right rail with refresh which isn't the best use of it because:

- It doesn't have as high CPMs
- Lower viewability

Optimizations to implement: You can switch a sticky right rail to stacked 300X250. The benefits of this are:

- Higher viewability
- Ad optimization for short session publishers