

AD LAYOUT TRAINING COURSE: STRATEGIES FOR IMPROVING VIEWABILITY CHECKLIST

- Review on both mobile and desktop.
- Review different pages and templates.
- Utilize “Viewability containers”.
- Remove units severely hurting viewability.

ATF UNITS

- Keep it above the fold.
- But as low as you can.
- Test refresh settings in-view.

BTF UNITS

- Find any way to get the unit higher.
- Test lazy load.
- Test refresh settings in-view.

SIDEBAR UNITS

- Focus on the top unit.
- Make it sticky.
- Stack ‘em.