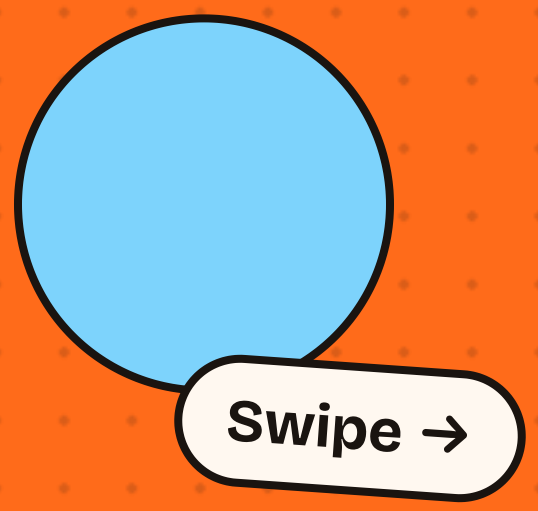
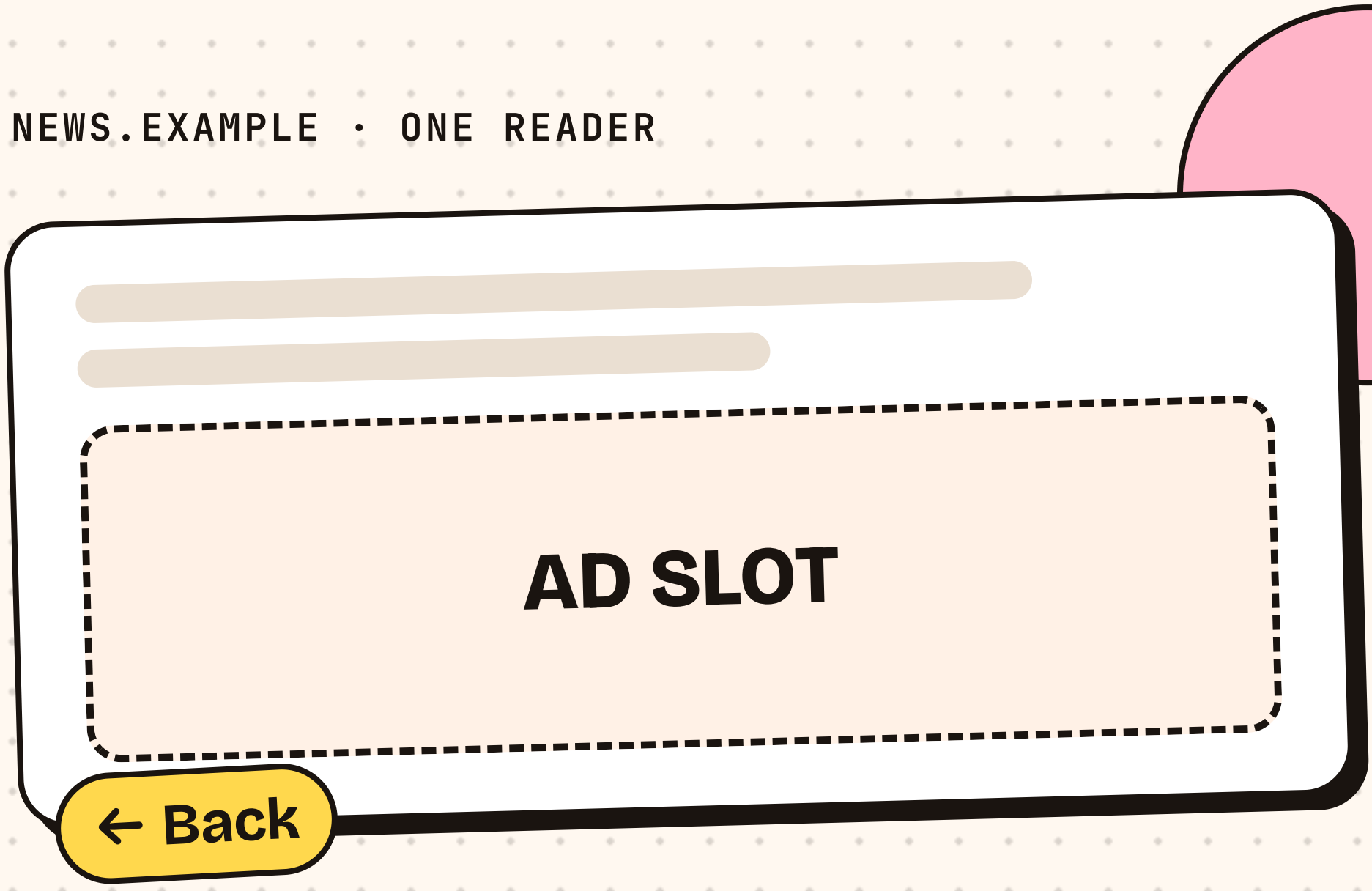
Adtech lessons · S7 · Ep 1

Slow page. Lost reader. Lost ad.

Why ads slow pages, and what slow costs you.



RediAds blog.rediads.com/learn



They left before your ad loaded.

The term

Core Web Vitals

Google's **three speed scores**:
loading, responding and staying still.

Step 1 · The load chain

It all competes for the phone's processor.

1 **Article**

↓

2 **Ad library**

↓

3 **Header bidding auction**

↓

4 **Each ad**

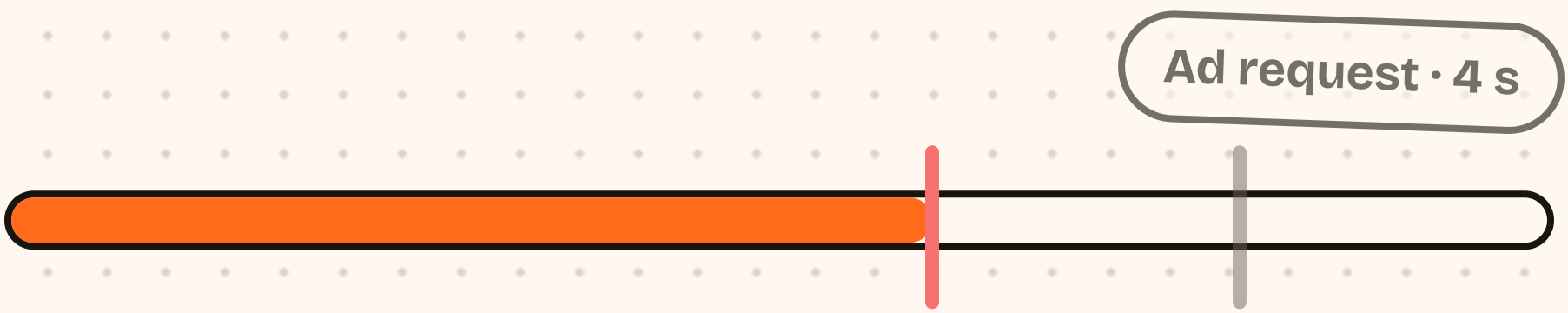
Step 2 · What "good" means

LCP	Main content shows	≤ 2.5 s
INP	Response to a tap	≤ 200 ms
CLS	Layout jumps	≤ 0.1

INP replaced First Input Delay in **March 2024**.

Step 3 · The cost

Your second ad requests at 4 s. The reader leaves at 3 s.



Reader leaves · 3 s

Never an impression.

Illustrative example.

Your check today

Run your busiest article through PageSpeed Insights.

- [x] Note the mobile LCP
- [x] Note the mobile INP
- [x] Note the mobile CLS

Recap

Three scores to know:

LCP ≤ 2.5 s

INP ≤ 200 ms

CLS ≤ 0.1

NEXT · EP 2

Reserve the slot: fixing ad-driven layout shift

Watch the 60-second video at
blog.rediads.com/learn

RediAds Follow for Ep 2

Adtech lessons · S7 · Ep 2

Your ad shoves the article down.

Reserve the slot: fixing ad-driven layout shift (CLS).

Swipe →

RediAds blog.rediads.com/learn

A LATE AD · A JUMPING PAGE



And CLS scores that jump.

Here's the maths, and the fix.

The term

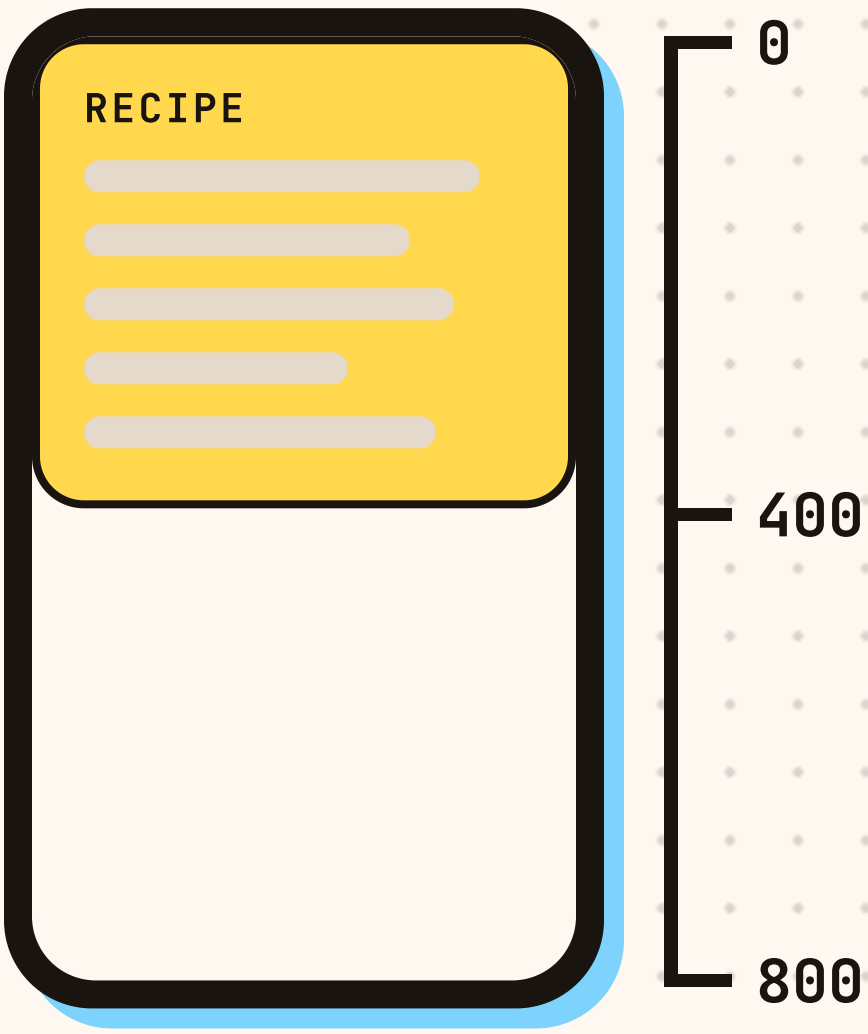
Cumulative Layout Shift (CLS)

How much the page **jumps** while it loads.

Good is **0.1 or less**.

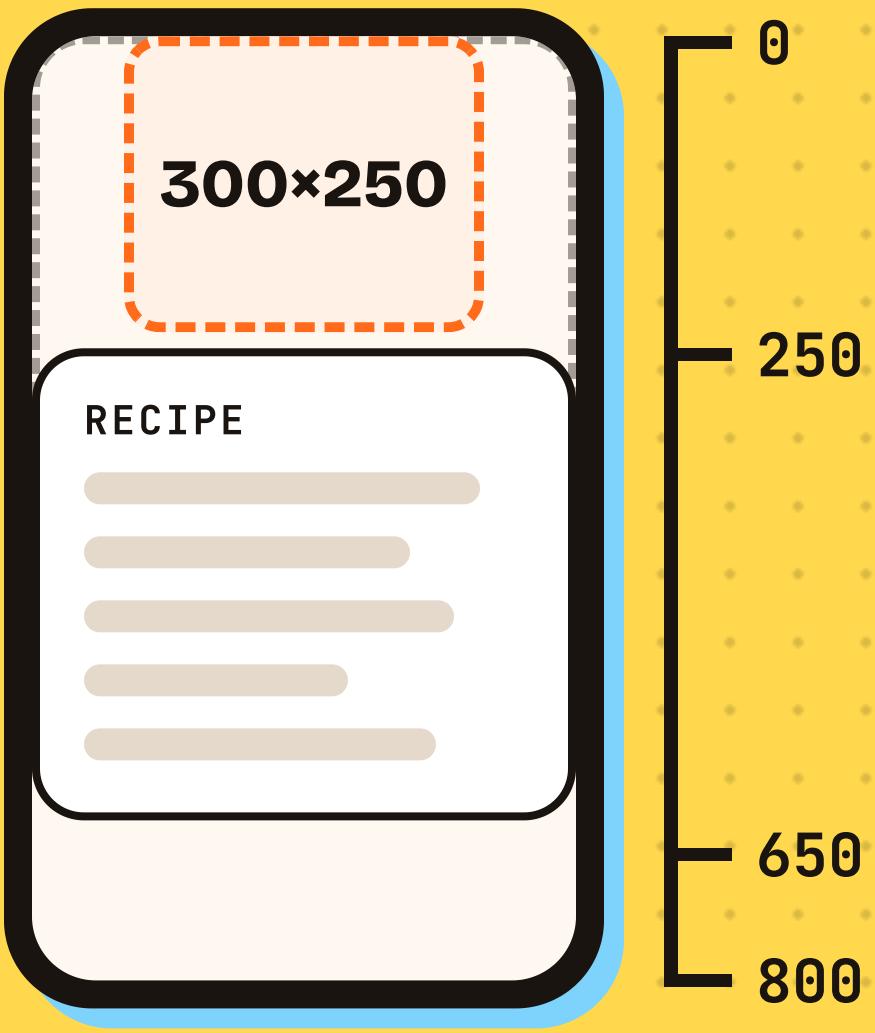
Step 1 · Set-up

recipes.example on a phone: 800 px tall, the recipe fills the top 400.



Step 2 · Shift

A 300×250 loads above it. The text drops 250 px.



Step 3 · Score

Impact × distance. One ad scores **just over 0.25**.

```
impact   = 650 / 800 = 0.81
distance = 250 / 800 = 0.31
CLS ≈ 0.25 → POOR
```

That's poor

Step 4 · Fix

Reserve the space first.

```
.ad-slot {
  min-height: 250px;
}
```

In CSS, before the ad tag runs. Multi-size slot? Reserve the size that **fills most often**.

Your check today

Every ad box needs a min-height.

Check each container's CSS **min-height**.

- [x] Top slot
- [x] In-article
- [x] Sidebar

Recap

Save the space before the ad arrives:

1 Set-up

2 Shift

3 Score

4 Reserve

NEXT · EP 3

Lazy loading ads without losing impressions

Watch the 60-second video at
blog.rediads.com/learn

RediAds Follow for Ep 3

Adtech lessons · S7 · Ep 3

Does lazy loading lose impressions?

Lazy loading ads without losing impressions.

Swipe →

RediAds blog.rediads.com/learn

THE MYTH

"Lazy loading ~~throws~~ impressions away."

It mostly drops ads nobody would see.

The real risk is somewhere else.

The term

Lazy loading

An ad is requested only when its slot gets **close to the screen**.

Step 1 · Without it

news.example: all 5 slots load at once. Half the readers never reach slot 5.

AD 1

AD 2

AD 3

AD 4

50% OF READERS STOP HERE

AD 5 · UNSEEN

Step 2 · Two margins

In the Google Publisher Tag: fetch one screen away, render at half.

```
googletag.setConfig({
  lazyLoad: {
    fetchMarginPercent: 100,
    renderMarginPercent: 50,
    mobileScaling: 2.0
  }
});
```

Step 3 · What you drop

Slots 1–4 load as the reader nears them.

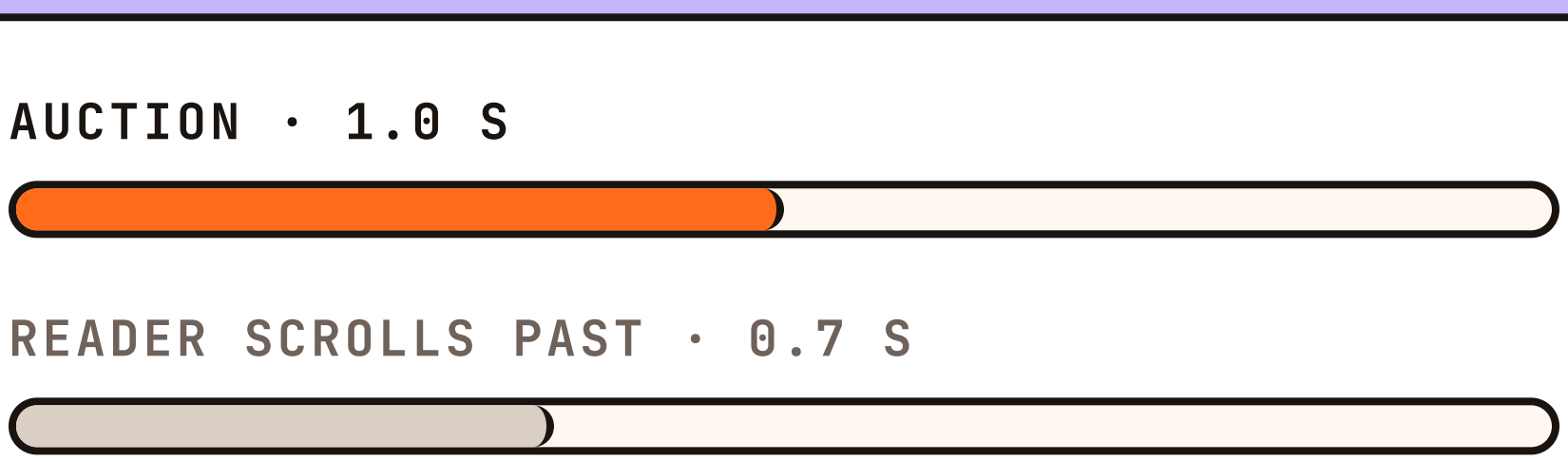
AD 1 · AD 2 · AD 3 · AD 4

AD 5 · never requested

You mostly drop impressions nobody would see, and the page gets lighter.

Step 4 · The real risk

A margin that's too tight.



The slot arrives empty. Phones scroll faster, so widen margins there.

Your check today

Viewable impressions per page view.

- [x] Compare before and after
- [x] If they fall, widen the fetch margin



Recap

Load late, but not too late:

1 All at once

2 Margins

3 Drop

4 Too tight

NEXT · EP 4

Ad refresh: time-based vs viewable, and the buyer rules

Watch the 60-second video at
blog.rediads.com/learn

RediAds Follow for Ep 4

Adtech lessons · S7 · Ep 4

Refresh every 30 seconds?

Time-based vs viewable refresh, and the buyer rules.

Swipe →

EVERYONE ASKS



Sometimes, yes.

It depends how you refresh, and whether you declare it.

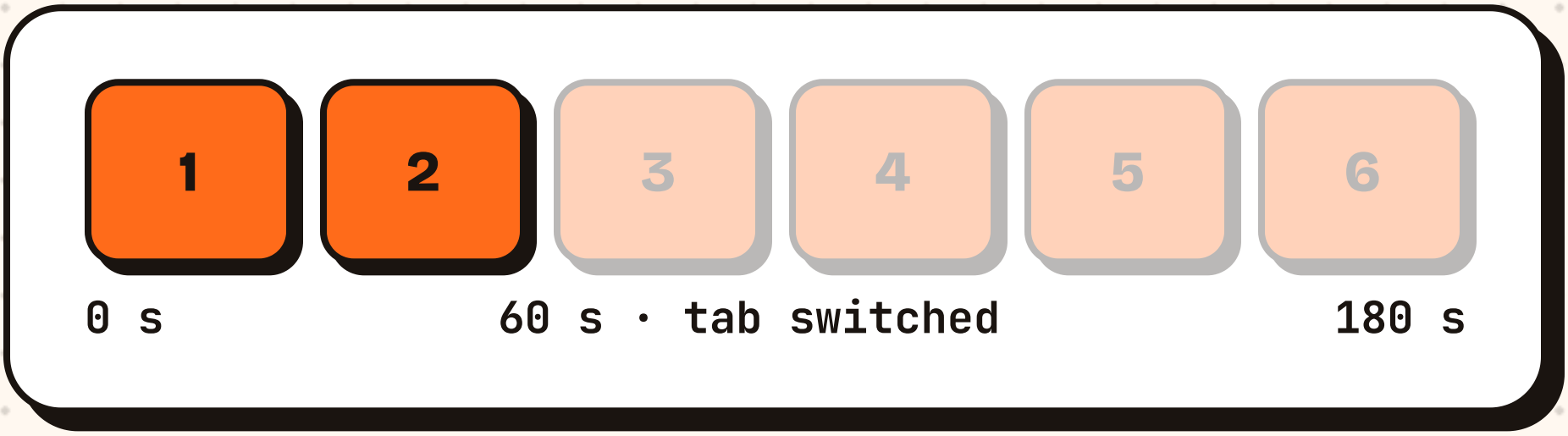
The term

Ad refresh

A new ad loads into the **same slot**, without reloading the page.

Step 1 · Time-based

game.example: 3 minutes by a sticky sidebar ad, a swap every 30 s. 6 ads.



Four played to **nobody**.

Step 2 · Viewable refresh

Refresh only what's seen.

- [x] Viewable: 50% of pixels for 1 s
- [x] Slot still in view
- [x] Tab active

Fewer ads, each worth more.

Step 3 · Declare it

In Google Ad Manager, declare it with its **trigger and interval**.

1 **Inventory**

2 **Inventory rules**

3 **Publisher declarations**

Step 4 · Buyer rules

Web minimum: 30 s.

Time-based web refresh needs at least 30 seconds.

Undeclared refresh breaks policy. Some buyers won't bid on refreshed slots.

Your check today

Is every refreshing unit declared?

With its **real interval**.

- [x] Sidebar sticky
- [x] In-article
- [ ] Footer anchor

Recap

Refresh what's seen, and declare it:

1 Time-based

2 Viewable

3 Declare

4 30 s min

NEXT · EP 5

Invalid traffic: GIVT vs SIVT

Watch the 60-second video at
blog.rediads.com/learn

Adtech lessons · S7 · Ep 5

Invalid traffic isn't always fraud.

GIVT vs SIVT, and the part that's on your side.

Swipe →

RediAds blog.rediads.com/learn

MYTH

"Invalid traffic always means ~~fraud~~."

A search crawler is invalid traffic too.

Most of it is routine. Some of it is on you.

The term

Invalid traffic (IVT)

Any ad activity that isn't **genuine human interest**.

The Media Rating Council splits it into **two kinds**.

Kind 1 · GIVT

General invalid traffic: caught routinely with lists.

1 **Declared crawler**
A search bot that announces itself

2 **Data-centre server**
A request from a server, not a person

Normal, filtered, usually not your fault

Kind 2 · SIVT

Sophisticated invalid traffic: found only with advanced analysis.

3 **Hijacked phone**
Loads pages in the background

4 **Hidden ad**
Sits underneath another ad

This drives **deductions and account reviews.**

On your side

Sometimes the cause is yours.

1. Bought traffic can carry bots
2. Stacked or hidden slots count
3. So does clicking your own ads

Your check this week

Don't add to it.

- [x] List every paid traffic source
- [x] Check no ad slot is hidden or overlapped
- [x] Never click your own ads

Recap

Two kinds of IVT:

GIVT · lists

SIVT · analysis

Your side · fix it

NEXT · EP 6

MFA: how not to be mistaken for a made-for-advertising site

Watch the 60-second video at
blog.rediads.com/learn

RediAds Follow for Ep 6

Adtech lessons · S7 · Ep 6

Don't look like an MFA site.

The five traits buyers and verification vendors look for.

Swipe →

RediAds blog.rediads.com/learn

ANA PROGRAMMATIC STUDY · 2023

21%

OF STUDY IMPRESSIONS WENT TO MFA SITES

So buyers now block MFA hard.

The term

Made-for-advertising (MFA)

A site that exists mainly to **sell ads**, not to serve readers.

Four trade groups listed **five traits** in September 2023.

Traits 1–2 · the page

Score recipes.example. Sites usually show a mix.

1. Ads take about 30% or more of a desktop page

2. Rapid refresh, autoplay video, or one recipe split across ten pages

1/10 →

Traits 3–5 · the site

3 **Mostly paid traffic, little organic audience**

4 **Generic, recycled content**

5 **A poorly designed template**

How flags happen

One trait can be an accident.



The more traits you show, the likelier vendors **flag your domain**, and buyers stop bidding.

Your check today

Look up your domain.

The Brand Safety Institute's free MFA lookup

- [x] See whether vendors flag your domain
- [x] Count which of the five traits you show

Recap

The five MFA traits:

Ad density

Refresh

Paid traffic

Recycled

Template

NEXT · EP 7

Brand safety vs brand suitability

Watch the 60-second video at
blog.rediads.com/learn

Adtech lessons · S7 · Ep 7

Safe isn't always suitable.

Brand safety vs brand suitability, for news publishers.

Swipe →

RediAds blog.rediads.com/learn

NEWS.EXAMPLE · WORLD

An airline skipped your war report.

Your page did nothing wrong.

Two different filters are at work. Here's how they differ.

The terms

Brand safety

The floor no brand will fund.

Brand suitability

Each brand's own line above it.

Step 1 · The floor

Things like terrorist propaganda or illegal goods. **Nobody bids** there.

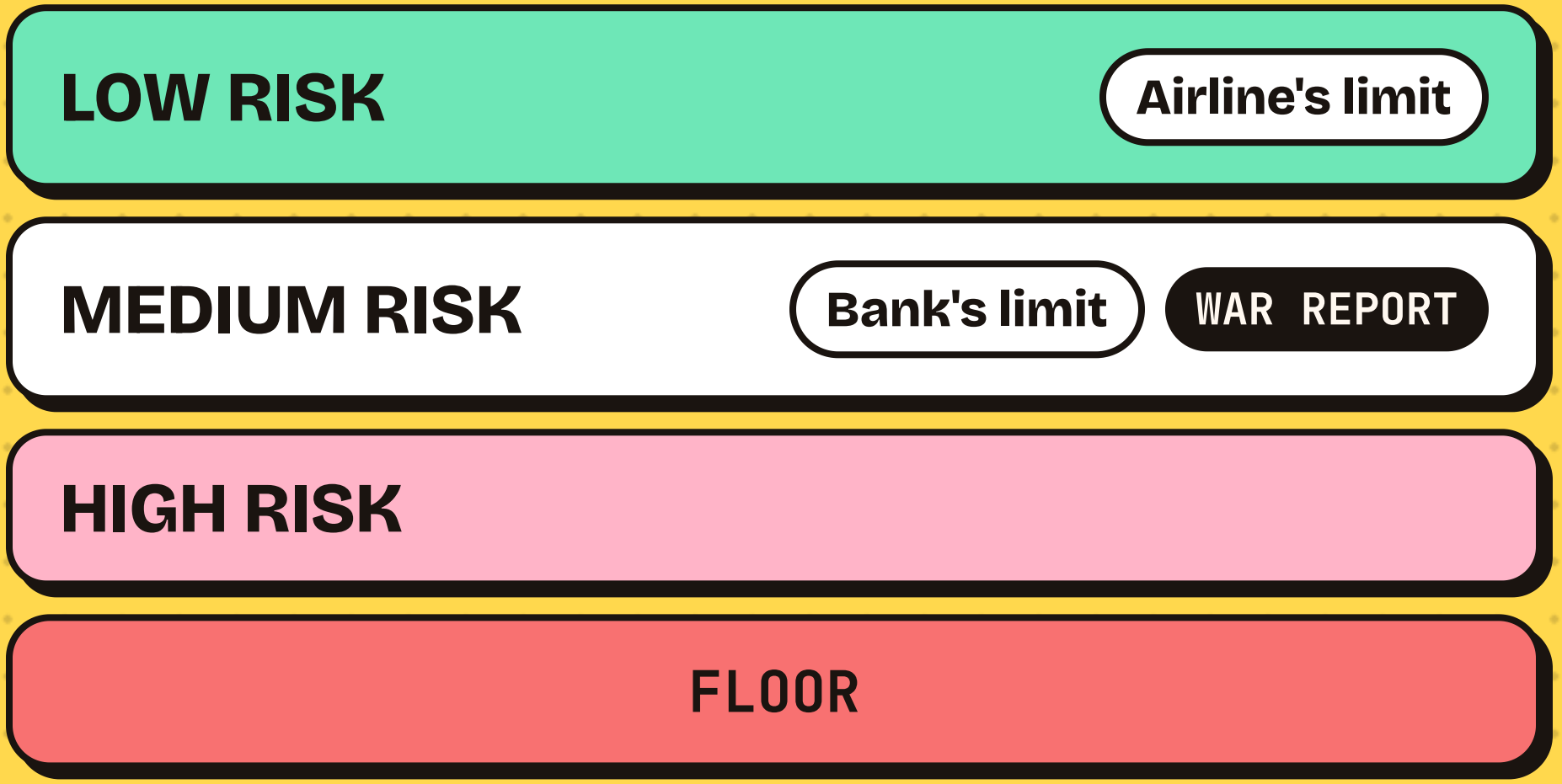
YOUR WAR REPORT

ISN'T ON THE FLOOR ↑

FLOOR · NO BRAND FUNDS THIS

Step 2 · Risk tiers

Brands sort sensitive topics by risk, and each picks a limit.



Step 3 · Two answers

Same page. Two answers.

Airline	✕ avoids conflict news
Bank	✓ accepts medium risk

The tiers came from **GARM**, an advertiser alliance that shut down in August 2024.

The keyword trap

Crude lists add noise.

```
block: "shoot"
```

PHOTOGRAPHY GUIDE

How to shoot golden-hour photos

NO BID

Your check today

Sort pages by CPM.

Lowest CPMs on hard news?
That's suitability.

- [x] Send clearer context
- [x] Not fewer stories

Recap

Safe isn't always suitable:

Floor

Risk tiers

Brand lines

Context

NEXT · EP 8

Why Ad Manager and your SSP never agree

Watch the 60-second video at
blog.rediads.com/learn

RediAds Follow for Ep 8

Adtech lessons · S7 · Ep 8

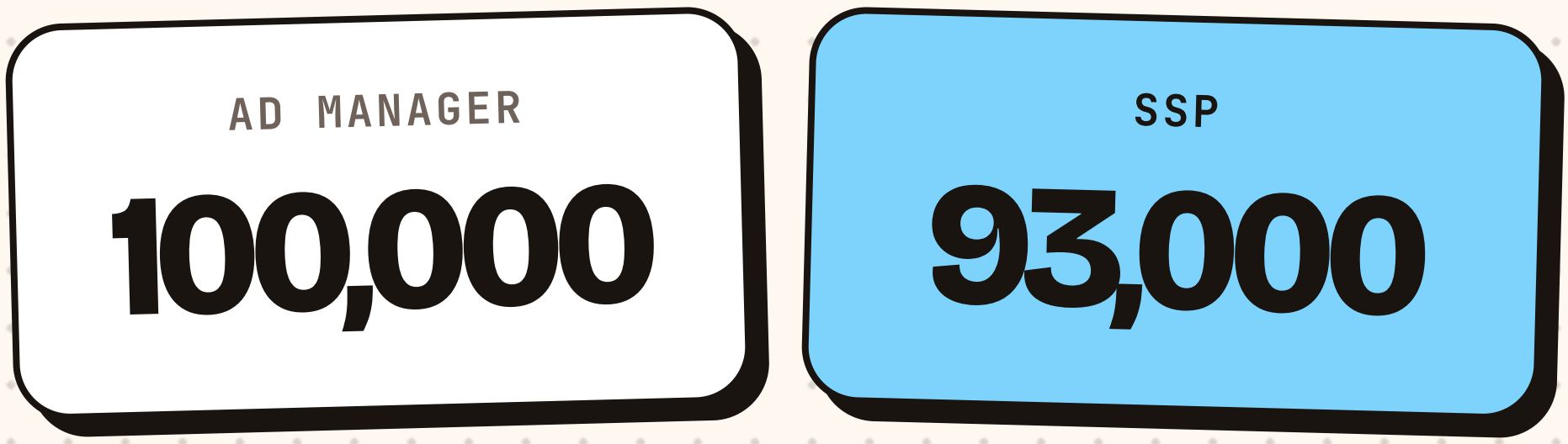
Why your numbers never agree.

Ad Manager vs your SSP: the four causes of a discrepancy.

Swipe →

RediAds blog.rediads.com/learn

SAME ADS · SAME DAY



Both can be right.

They count at different moments, in different ways.

The term

Discrepancy

The gap between **two systems** counting the same ads.

A gap isn't proof of a bug. Find the cause first.

Cause 1 · Timing

Ad Manager counts at serve. The SSP counts later, at render.

Ad Manager
Serves the Prebid line item
COUNTED

SSP
Reader left, or cached bid expired
NOT COUNTED

Cause 2 · Time zones

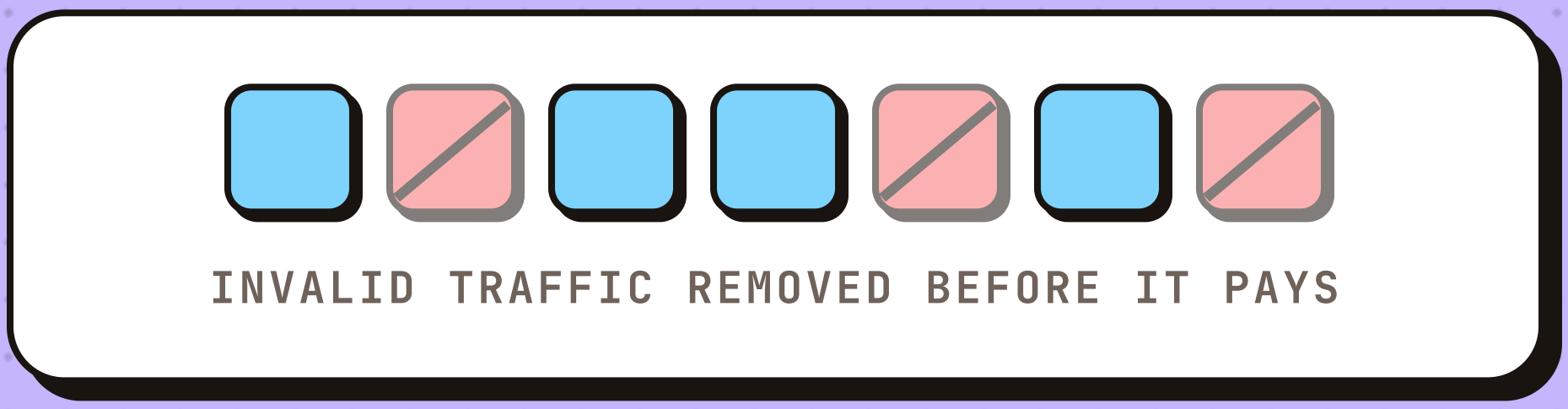
Different midnight.

NETWORK TIME	UTC
00:00	18:30
TUESDAY	MONDAY

Ad Manager uses your network's time zone. Some SSPs use UTC.

Cause 3 · Filtering

The SSP filters IVT first.



Cause 4 · Revenue

Ad Manager shows your price bucket. The SSP pays the actual bid, minus its fee.

```
"ad_manager": { "rate": 1.50,
  "type": "price bucket" }
"ssp": { "paid": "bid - fee",
  "type": "net" }
```

Google: third-party gaps up to 20% are common

Your check today

Compare like for like.

- [x] Same date range
- [x] Same time zone
- [x] Impressions before revenue
- [x] A threshold agreed with each partner

Recap

Four causes:

1 Timing

2 Time zones

3 Filtering

4 Revenue

NEXT · EP 9

Testing a new demand partner properly: holdouts

Watch the 60-second video at
blog.rediads.com/learn

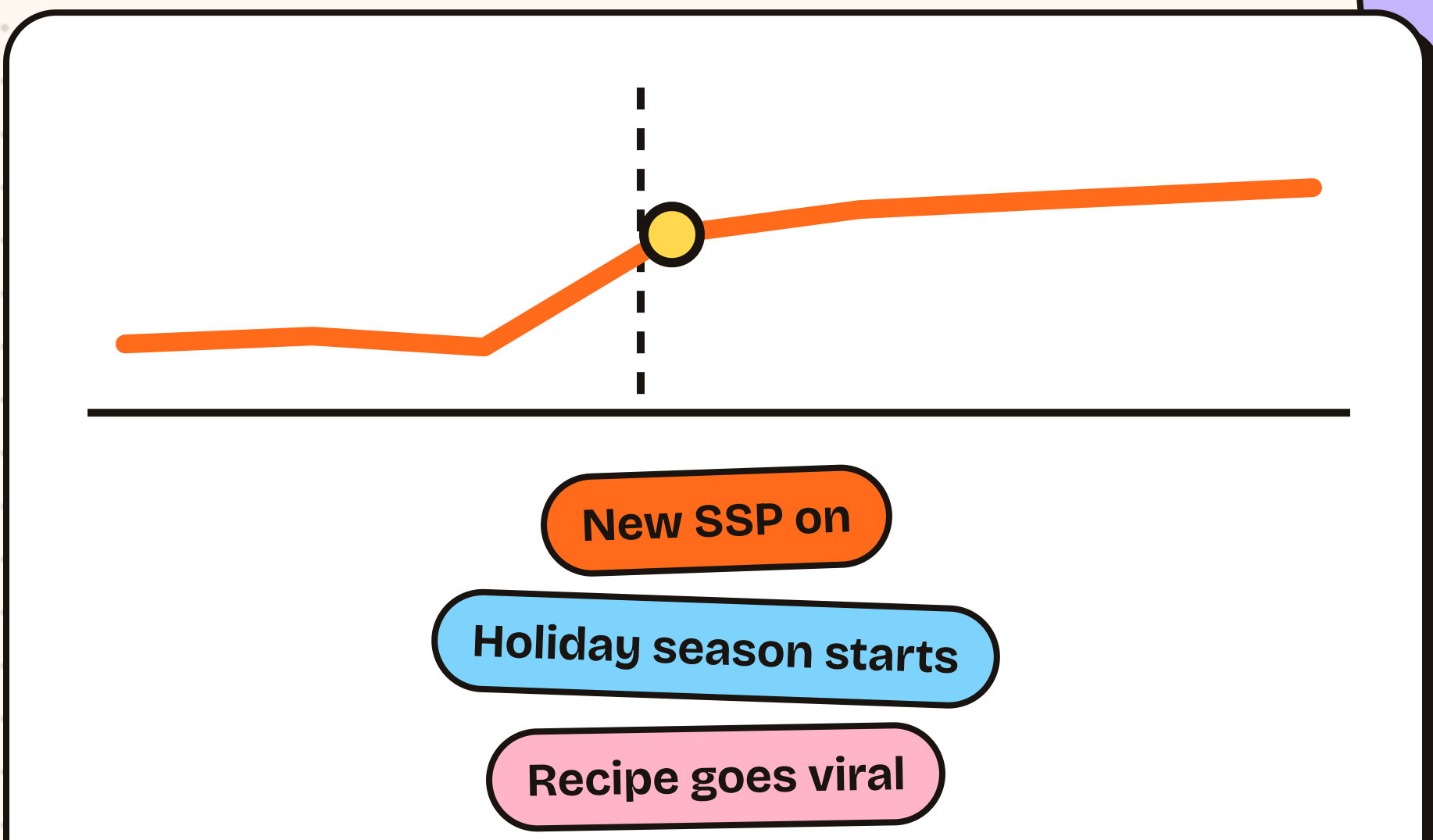
Adtech lessons · S7 · Ep 9

Revenue up. Proof?

Not yet.

How to test a new demand partner with a holdout.

Swipe →



+5%... or the calendar?

The term

Holdout

A **random slice of traffic** kept without the change, for comparison.

Before/after can't separate the bidder from the season.

Step 1 · Split at random

Pick visitors at random. Only the test group gets the new bidder.

VISITORS · RANDOM



NEW BIDDER

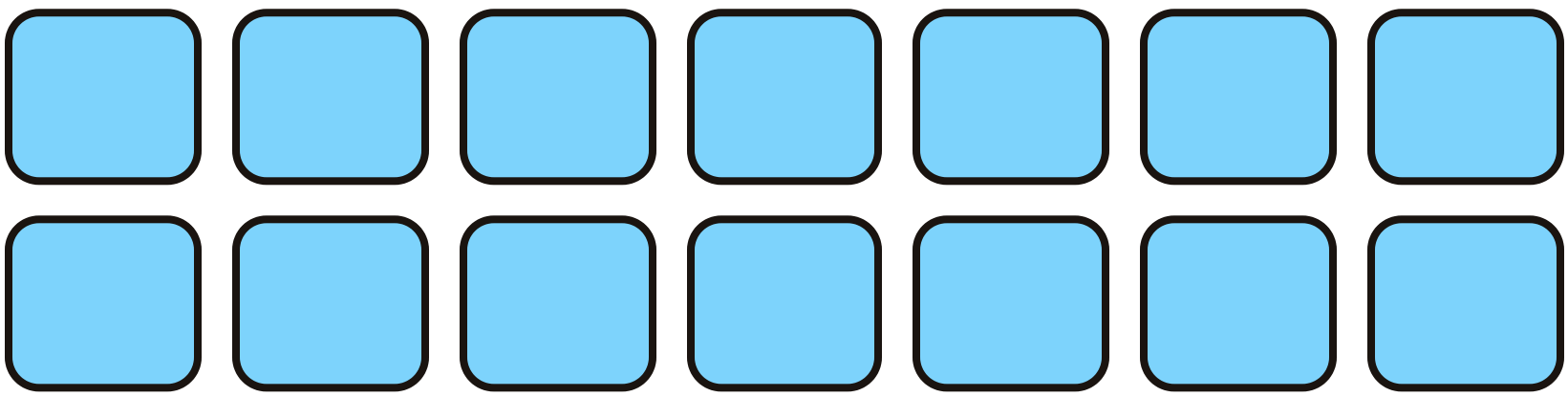
Test 20%

NO CHANGE

Holdout 80%

Step 2 · Same days

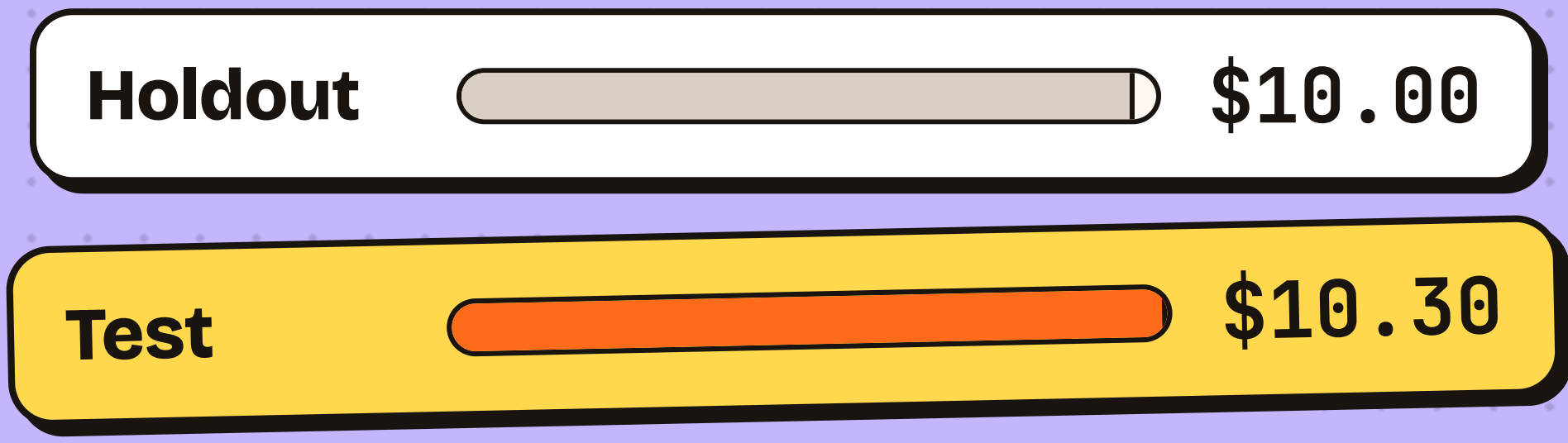
At least two full weeks.



Both groups live through the same holidays and viral days.

Step 3 · Measure

Site-wide revenue per 1,000 sessions. Not the bidder's dashboard.



Step 4 · Keep watching

Money isn't the only check.

- [x] Page speed
- [x] Timeout rate
- [x] After rollout, keep a small holdout

Your check today

Write it down before go-live.

```
test plan {
  "split": "20/80",
  "dates": "2+ weeks",
  "metric": "revenue / 1,000 sessions" }
```

Recap

A fair test:

1 Random

2 Same days

3 Site-wide

4 Keep a holdout

NEXT · EP 10

Incremental vs cannibalised: what adding an SSP really adds

Watch the 60-second video at
blog.rediads.com/learn

Adtech lessons · S7 · Ep 10

New money, or moved money?

What adding an SSP really adds to your revenue.

Swipe →

RediAds blog.rediads.com/learn

NEWS.EXAMPLE · NEW SSP

NEW SSP · REPORTED

IMPRESSIONS	100,000
CPM	$2.00
REVENUE	$200

Is that $200 new?

The term

Incremental revenue

Money you **wouldn't have earned** without that partner.

The dashboard shows what it won, not what it added.

Step 1 · Ask "without it?"

In most of those auctions, another bidder was **right behind**.



Often the same advertiser, another path

Step 2 · Cannibalised

The money moved. It didn't grow.

REPORTED $200 · PER 100,000 IMPRESSIONS



$2.00 - $1.80 = $0.20 CPM

Real gain ≈ $20 + unsold slots filled

Step 3 · Real incremental

Buyers your other SSPs don't reach.

B **Unique buyer**
Not on your other SSPs

↓

S **New SSP**
Adds that demand

↓

✓ **Slot filled**
Would otherwise go unsold

Your check today

Judge every partner the same way.

- [x] Site-wide revenue in a holdout
- [x] Ask: how many buyers are unique to you?

Recap

Count what it adds, not what it shows.

Reported

− Runner-up

= Real gain

THAT WRAPS SEASON 7 · NEXT SERIES

Ad tech explainers

Watch the 60-second video at
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