

Many of the ads served on the web never appear on a screen. But thanks to new advancements, we can now measure which digital ads were actually viewable-on screen. And as advertisers shift to paying for viewable instead of served impressions, it's important to understand what factors affect ad viewability. We explored this by conducting a study of our display advertising platforms. Here we size up five factors of viewability-from page position to ad dimensions and more.

VIEWABLE IMPRESSIONS: A new industry standard

A display ad is considered viewable when 50% of an ad's pixels are in view on the screen for a minimum of one second, as defined by the Media Rating Council.

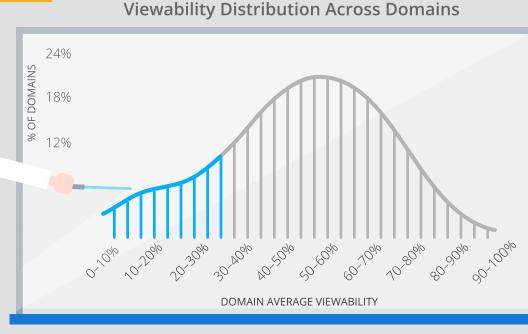
ONE SECOND

Viewability rate:

Percentage of ads determined viewable out of the total number of ads measured.

State of publisher viewability

A small number of publishers are serving most of the non-viewable impressions; 56.1% of all impressions are not seen, but the average publisher viewability is 50.2%.



most viewable position PAGE FOLD 300 x 250 728 x 90 320 x 50 Most Viewable Position on Page

Page position matters ...

The most viewable position is right above the fold, not at the top of the page.

... So does ad size

vertical units. Not a surprise, since they stay on screen longer as users move around a page.

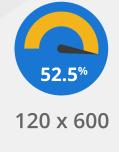
The most viewable ad sizes are

Popular ad size rates

120 x 240









728 x 90 970 x 90

Viewability Rates by Ad Size





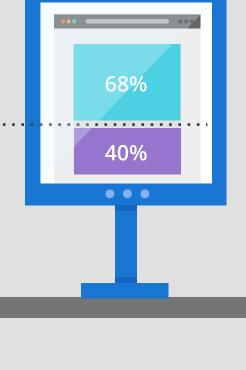
468 x 60

300 x 600

Above the fold ≠ always viewable

viewability rates ABOVE THE FOLD **BELOW THE FOLD**

average





the **best indicator of** viewability. Not all above-the-fold impressions are viewable,

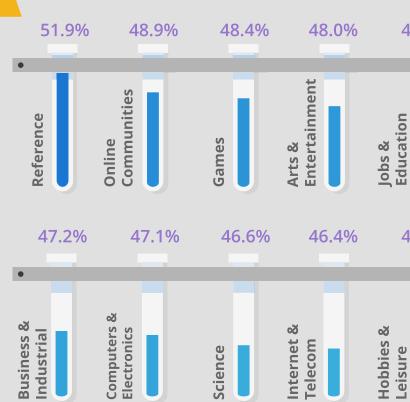
Page position isn't always

while many below-the-fold impressions are.

Viewability varies across industries

content verticals, or industries, content that holds a user's attention has the highest viewability.

While it ranges across



Source: Google, "The Importance of Being Seen: Viewability Insights for Digital Marketers and Publishers" study, November 2014.

47.8%

44.8%