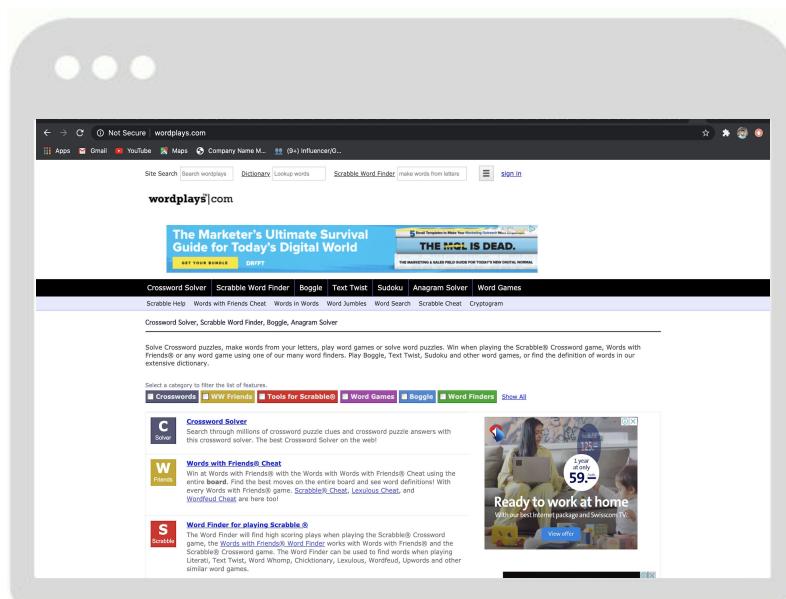


# AD AUDIT REPORT for

**wordplays<sup>TM</sup>.com**



**Site URL:** wordplays.com  
**Category:** Word Games  
**Audit Date:** Aug 24 2020  
**Audit Score:** 57/100

**Prepared by:**  
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# Introduction

With the ubiquity of content and ads becoming the currency of the web, publishers cannot survive without the right ad technologies that help drive revenue. That's why publisher brands, both big and small, tap into ad optimization solutions to capture growth.

However, implementing these solutions simply isn't enough—you need to have insights of your ad stats and proven optimization expertise to use that data and increase revenue for your business.

That is where this report comes in. In this audit, our ad ops team pores through individual pages on your site and collates this report, which is broken down into findings and recommendations.

To accumulate the findings, we deployed our proven in-house techniques, along with referring to open data sources like Similar Web, Prebid Header Bid Expert, Google Lighthouse, and others.





# Areas of Audit

The first step is to decide what aspects should matter to you. Below are the ones our team audited on your site:



## HEADER BIDDING

- *Ad refresh*
  - *First-party data*
  - *Server-side bidding*
  - *Ad formats*
  - *Timeouts*
  - *Price floors*
- 



## DEMAND ANALYSIS

- *Exchange bidding (Open bidding)*
  - *Client-side bidding*
  - *Server-side bidding*
  - *Google Ad Exchange (AdX)*
- 



## ADBLOCK MONETIZATION

- *Setup analysis*
- 



## GOOGLE PUBLISHER TAG (GPT) SETUP

- *Price floors*
  - *Native ads*
  - *Line item setup*
- 





## AD UNIT TYPES

- *Sticky ads*
  - *Docked ads*
  - *Rewarded ads*
- 



## AD MANAGER SETUP

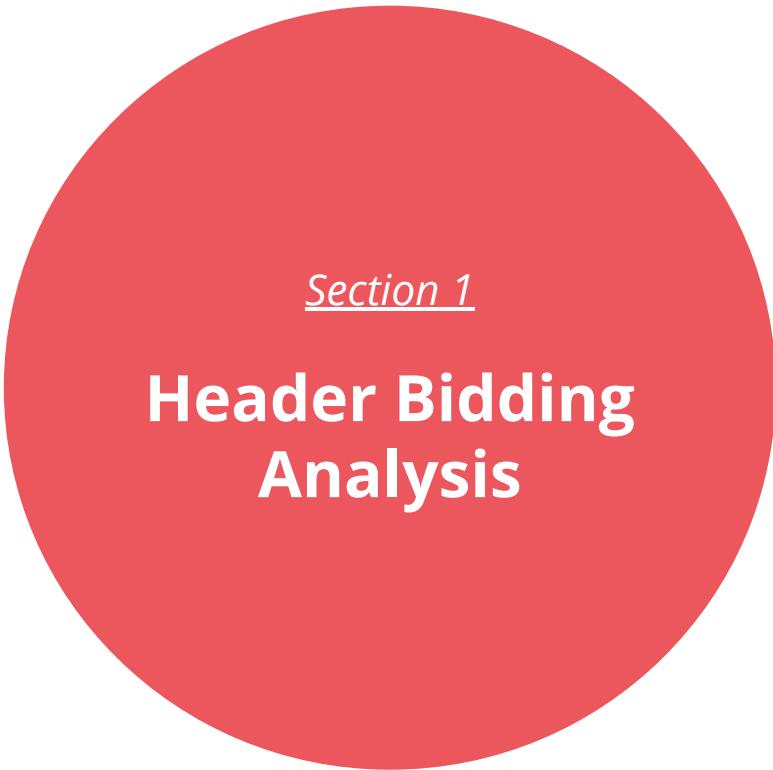
- *Exchange bidding (Open bidding)*
  - *Client-side bidding*
  - *Server-side bidding*
  - *Google Ad Exchange (AdX)*
- 



## KEY RESULTS

- *Final score of your site*
  - *Final recommendations*
- 





Section 1

## Header Bidding Analysis



# Header Bidding

## > Ad Refresh

### Findings

- Ads are being refreshed after a minimum 30 second interval
- Refresh logic considers page level interactions and user activity
- For a unit to be refreshed, it must currently be in-view
- Ads need to be in-view for a minimum of 10 seconds to trigger refresh
- Ad Refresh ceases after two minutes of inactivity, i.e., the user is no longer interacting with content
- Amazon Unified Ads Marketplace (UAM) is not being refreshed

### Recommendations

-  Amazon UAM units should be refreshed via an active view refresh system
-  Dynamically alter the minimum viewable time (currently static at 10 seconds). Unless backed by credible evidence stating that there is a definite advantage of having an exact waiting period of 10, seconds, it would be advisable to test the setup with lower periods
- Instead of a time-based loop for checking the refresh conditions, the system should be an events based system. A time difference of a few hundred milliseconds spread over millions of impressions will have a sizeable impact on the revenue



# Header Bidding

## > Demand Analysis

### Findings

- Bidders enabled on the page include Sovrn, Sonobi, Media.net, EMX Digital, Index Exchange, Rubicon Project, AppNexus, Conversant, DistrictM, and DistrictM DMX
- Every bidder has been enabled by default for all regions and devices

### Recommendations

-  AdPushup's recommendation is that that Wordplays add Pubmatic and OpenX to their bidder setup. Considering a large percentage of the traffic is coming from North America, this should lead to a revenue uplift in the range of 3-7%
- To improve the overall yield, it's imperative that demand partners should be enabled selectively and dynamically, on the basis of their performance in different regions and on different devices. Enabling all the demand partners deteriorates the page performance and lowers the overall fill rate for each partner. AdPushup recommends enabling partners selectively. This action will increase revenue and improve user experience
- If multiple demand partners are to be used, send the requests in an order that prioritizes bidders on the basis of their past performance in the user's location and device type. Bid prioritization will also increase revenue



# Header Bidding

## > First-party data

### Findings

- No use of a first party data solution
- Header bidding system is not resilient in a cookie-less environment

### Recommendations

-  Implement a first-party data solution at the earliest to adjust to the phasing out of third party cookies and increase revenue
- Advertisers preferentially bid on inventory that has first party data associated with it. Apart from the immediate uplift, the implementation is absolutely essential to ensure a steady revenue stream in a cookie-less world
- Consider adding demand relationships that work well in cookie-less environments



# Header Bidding

## > Server-side Bidding

### Findings

- No use of server-side header bidding via Prebid

### Recommendations

-  Implement server side bidding for faster bid responses and improved yield. Server side setups have extremely low response times, which improves the page performance significantly and certain bidders inherently perform better via this channel
- Enabling server side bidding would require access to a Prebid Server setup that is able to handle high request loads



# Header Bidding

## > Ad Formats

### Findings

- Using banner ads only
- Out-stream and native formats are not being utilized
- Separate requests are being sent to Index Exchange for different ad sizes
- Limited use of downward compatible sizes

### Recommendations

-  Enable out-stream and native ads via header bidding to improve the yield. Outstream ads will increase revenue
- Based on the data from header bidding analytics, selectively run out-stream ads on the basis of the user's location and device
- Add more downward compatible ad sizes
-  Send separate requests for different ad sizes for Sovrn, Media.net, and other size-wise bidders



# Header Bidding

## > Timeout Analysis

### Findings

- Current setup uses a low timeout value of 800 milliseconds, because of which certain bidders
- Same timeout values are being used for the first impressions (rendered after the page is loaded) as well as for refreshed impressions

### Recommendations

-  Use header bidding analytics to find the ideal timeout value for preserving user experience and optimizing the ad yield for your top 5 countries and devices
- Vary the timeout on the basis of the visitor's location and device
-  Dynamically alter the timeout value for the first impression & refreshed impression. This does not disrupt the user experience, gives each bidder enough time to respond and will consequently improves revenue



# Header Bidding

## > Miscellaneous

### Findings

- Price floors have been implemented separately for each bidder via the Prebid configuration
- Bid caching has been enabled
- No evidence of a comprehensive header bidding analytics engine

### Recommendations

- Setting floors can be a double edged sword. Use a header bidding analytics module to understand what the ideal floors should be
- The price floors should be reviewed and actively re-evaluated from time to time to keep pace with the ever changing demand landscape



*Section 2*

## Demand Analysis





# Demand Analysis

## > Exchange Bidding

### Findings

- The setup has not implemented Exchange Bidding

### Recommendations

-  Use exchange bidding to significantly boost ad revenue. Exchange bidding is a plug and play server-side header bidding solution that directly plugs into Google Ad Manager. It would require zero setup at the website level, would not impact the page performance in anyway and would result in an immediate uplift of 8-15%



# Demand Analysis

## > Client-side Header Bidding

### Findings

- The bidders that have been enabled on the page include Sovrn, Sonobi, Media.net, EMX Digital, Index Exchange, Rubicon Project, AppNexus, Conversant, DistrictM and DistrictM DMX
- Every bidder has been enabled by default for all regions and devices

### Recommendations

- ! AdPushup recommends that the Wordplays.com add Pubmatic and OpenX to their bidder setup. Considering the large percentage of the North American traffic, enabling these demand sources will lead to a significant revenue uplift
- To improve the overall yield, it's imperative that demand partners are enabled selectively, on the basis of their performance in different regions and on different devices. Enabling all the demand partners deteriorates the page performance and lowers the overall fill rate for each partner
- If multiple demand partners have to be used, send the requests in an order that prioritizes bidders on the basis of their past performance in the user's location and device type





# Demand Analysis

## > Miscellaneous

### Findings

- Not using server side Header Bidding
- Google Ad Exchange is setup ideally for current state

### Recommendations

→  Implement server side bidding for faster bid responses and higher revenue. Server side setups have extremely low response times, which improves the page performance significantly and certain bidders inherently perform better via this channel



*Section 3*

## **Ad Block Monetization**



# Adblock Monetization

## > Setup Analysis

### Findings

- Wordplays.com is not utilizing any monetization techniques to recover ad revenue lost from user ad blocking
- Given higher eCPM of desktop traffic and majority of the traffic originating from developed countries, the adblocked rate needs to be measured.

### Recommendations

-  Use an Adblock monetization solution to recover lost revenue. This should be a plug and play integration that allows for the use of whitelisted demand. Considering the traffic mix as well as device split between the traffic, an uplift of 5-20% is nearly guaranteed



Section 4

## Google Tag (GPT) Setup





# Google Publisher Tag

## > Ad Sizes

### Findings

- Sending a limited number of downward compatible sizes
- Not using fluid sizes in the tag configuration

### Recommendations

-  Use more downward compatible sizes to improve the ad yield
- Use fluid sizes to enable access to a large demand pool of native ads



# Google Publisher Tag

## > Lazy Loading

### Findings

- Lazy loading has been implemented in a configurable manner i.e. the units to be lazy loaded may be added or removed
- For a unit to be loaded in this manner, it must meet the viewability condition, which is checked every second

### Recommendations

- As is the case with ad refresh, the dependency on checking the viewability conditions every second has a detrimental impact. Consider using a dynamic event based rule engine for lazy loading



*Section 5*

## Ad Unit Types





# Ad Unit Types

## > Sticky and Docked Ads

### Findings

- Using sticky bottom ads on mobile
- Using docked ads on desktop

### Recommendations

- Use side-sticky ads on the desktop to enjoy higher viewability and consequently, higher revenue



# Ad Unit Types

## > Rewarded Ads

### Findings

- Not using rewarded ads

### Recommendations

-  Implement rewarded ads at points where the user is significantly locked in, preferably before displaying the recommendation or before displaying a score. Rewarded ads are a tried and tested ad format used for in-app monetization, which offer significantly higher eCPMs. As a part of a restricted access program, they are now beta testing on the mobile web.



*Section 6*

## **Ad Manager Setup**



# Ad Manager Setup

## > Line Item Setup

### Findings

- Using a granularity of \$0.01 from \$0 to \$20 and a granularity of \$0.5 from \$20 till \$50
- Separate line items have been created for separate bidders

### Recommendations

- Use a bind landscape analysis system to determine the optimal granularity. Step increments of \$0.5 would be inefficient for high eCPM demand sources like outstream video ads
- If possible, use a partner's Ad Manager for refreshed impressions and save on the ad serving cost





# Ad Manager Setup

## > Price Floors

### Findings

- Actively using price floors via Unified Pricing Rules

### Recommendations

- The price floor rules should be reviewed and actively re-evaluated from time to time to keep pace with the ever changing demand landscape
- A/B test with different floors at a user level to arrive at the optimal floor settings





# Ad Manager Setup

## > Native Ads

### Findings

- Configured for using native ads demand from AdX

### Recommendations

- Consider enabling fluid sizes to increase the available demand pool (along with the required client side changes)





# Key Results

On the basis of the extensive audit, we have pored through your website on each area relevant to ad performance, and then computed your score

## AdPushup 360° Ad Audit Score: 58/100

		Max Score	Your Score
<b>Header Bidding</b>	Ad Refresh	5	3
	Demand Setup	5	3
	Bid Caching	3	3
	Server Side Bidding	3	0
	Ad Formats	5	2
	Timeout Configuration	5	3
	Price Floors	4	3
<b>Demand Analysis</b>	Exchange Bidding	10	0
	Client-side Header Bidding	5	3
	Server-side Header Bidding	5	2
	Ad Exchange	5	5
<b>Adblock Monetization</b>	Setup Analysis	5	0
<b>Google Publisher Tag Setup</b>	Ad Sizes	5	3
	Lazy Loading	5	3
<b>Ad Unit Types</b>	Sticky ads	5	5
	Docked ads	5	5
	Rewarded ads	5	0
<b>Ad Manager Setup</b>	Price floors	5	5
	Native ads	5	5
	Line item setup	5	5
<b>Total</b>		100	58



# About the Setup

## What the setup lacks

Although sharing the specifics of each area of improvement is beyond the scope of this document, we have compiled a list of the gaps in the ad implementation:

- Lack of exchange bidding
- No use of out-stream ads via header bidding
- Key bidder relationships are missing: Pubmatic and OpenX
- No solution for countering the revenue lost due to ad blocking
- Rewarded ads have not been implemented
- Server-side header bidding is not being used
- First-party data solutions are absent; dependent on cookies
- Amazon UAM ads should be refreshed
- The header bidding configuration (bidders, order of requests, ad units, ad formats) are not being dynamically altered on the basis of the user's location and device
- Ad refresh and lazy loading triggers should be event based
- Limited use of downward compatible sizes and separate size-wise requests
- No provision for optimization of timeouts at the user level
- No evidence of URL based analytics to tailor content creation

This list is not exhaustive by any means. Try our patent-pending optimization platform to address these gaps and stay at the cutting edge of ad-tech.





# Reaching Out

Thank you taking the time to review this audit. It is very important to stay up to date with the latest technological trends in ad tech and to ensure your site and ads are thoroughly optimized to favor maximum yield—our team of ad ops experts is proven to driven a revenue uplift of 30 to 40% or more.

This audit is a sample of improvements we can make to your site. For any questions about the findings in this report, please feel free to reach and we'd be happy to answer.



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## Keep optimizing!

**AdPushup** was formed in 2014 with a simple idea: While A/B testing was popular, no one was using it to optimize publisher-side ad layouts. Our founders built a prototype to get proof-of-concept, which resulted in double-digit revenue growth for our first client. Since then, we've garnered top media mentions, raised multiple rounds of funding, and expanded to being a one-stop revenue optimization platform for web publishers.

Today, we optimize 4B+ monthly ad impressions for 300+ partners. We are a Microsoft Ventures-backed startup, winner of NASSCOM Emerge 50 award, a Google Certified Publishing Partner, and an IAB member.

