ezoic The Perfect Placeholder Guide

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Publisher Success Manager

- 4+ years at Ezoic, first in Onboarding then Publisher Success.

- Grew up living in the UK, Austria, Russia and the USA.

- Hoping to walk Hadrians Wall this year.

Heather Murdoch

Publisher Success Manager

❏ My background is in SEO and Retail

❏ I've been with Ezoic for a year and my favourite part of the role is helping Publishers to make decisions about their site based on the data that can be found in Big Data Analytics

Weekly Walk-Thru with Ezoic

What's on tap?

- Brief Overview of the Ezoic Placeholder
- How to use the Chrome Extension and understand the settings within it
- Best practices on setting up your ad placeholders
- How to set up different ad placeholder types
- How to hard code ad placeholders

What is an Ad Placeholder?

A "placeholder" is effectively a set of rules that you provide Ad Tester about where you would like ads to potentially show.

It consists of a location, a set of ad sizes and a position type.

These rules tell the Ezoic system where you are happy for ads to be shown, what sizes to test, and with which other placeholders.
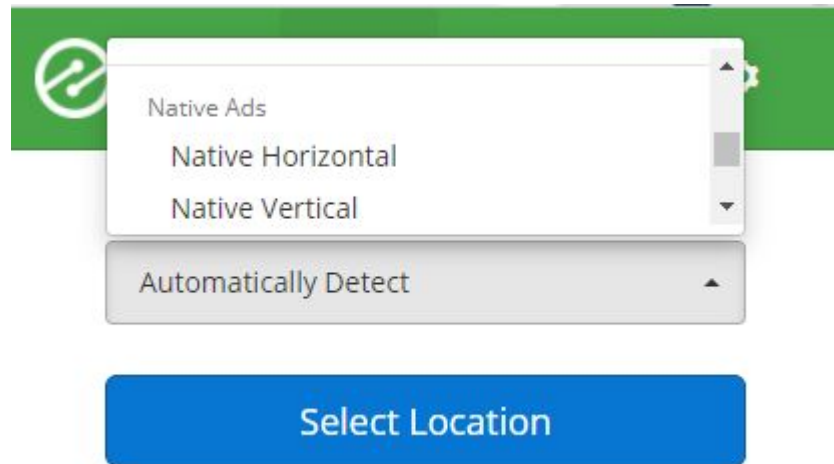
Placeholder Controls

- **Position Type -** where does it sit on the page. Only one of each position type will show at at time.
- **Adaptive Sizing** - two smaller ads are shown in place of one larger ad
- **Fluid Sizing** - Ad Tester will test enabling this feature. It allows ads to expand to the size of the div on the user's screen
- **Device Types** - Specify placeholders by device type
- **Sizes** - control the ad sizes that can be shown for each device type and add minimum screensizes
- **Pages** - specify that a placeholder should only appear on one page.
- **Style** - float, align, add padding

Best Practices

- **Ad lots of placeholders**
  - The system will automatically adjust the number of ads that show based on the way user's response, so don't be afraid to add placeholders every couple of paragraphs.
- **Use a wide variety of sizes**
  - Sizes you think may not perform well may do so in certain situations
- Create Multiple Placeholders of the same position type
  - This gives the system more combinations to test and can impact UX metrics
- **Use a consistent structure for adding placeholders**
  - Popular choices are '<p>' and' div#content' as these elements appear in consistent places across different pages. Poor choices include <li> as a list may appear at any point within an article or not appear at all.
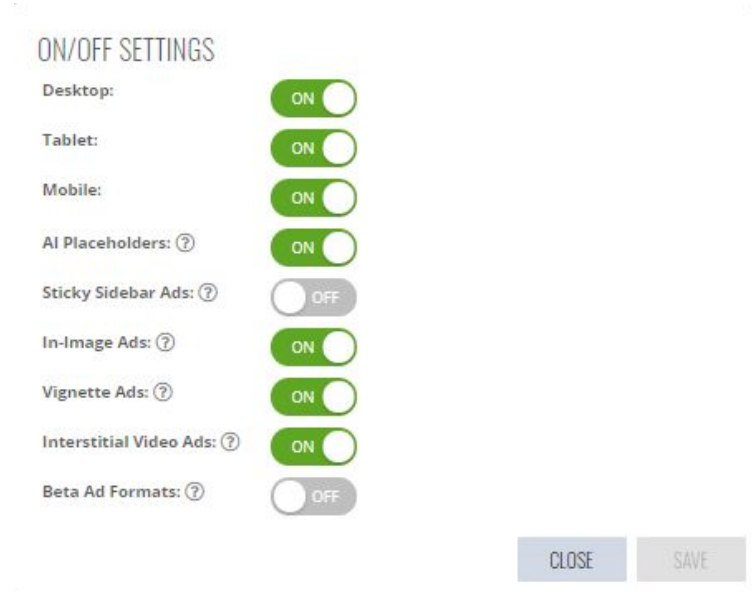- **Look at your top viewed pages**

Ad Placeholder Types

- Display - Regular programmatic advertising units.

- Native Ad Placeholders - content recommendation units, served by companies such as Outbrain.

- Link Units - typically served via Mediation, however AdSense intend to stop providing this ad format later this year.

Additional Ad types

- These can be found in the Monetization area of the Ezoic dashboard, scrolling down to the Ad Tester table and selecting 'On/Off' Settings

- AI Placeholders
- Sticky Sidebar Ads
- In-image Ads
- Vignette Ads
- Interstitial Video
- Beta Ad Formats

ON/OFF SETTINGS

Desktop:	ON
Tablet:	ON
Mobile:	ON
AI Placeholders: ?	ON
Sticky Sidebar Ads: ?	OFF
In-Image Ads: ?	ON
Vignette Ads: ?	ON
Interstitial Video Ads: ?	ON
Beta Ad Formats: ?	OFF

CLOSE   SAVE

Wrapping / Hard Coding Ads

Tell Ad Tester your Goals

- Use the Optimization Goals tool in the Settings tab to tell the AI how you would like to balance revenue and user experience.
- You can select specific user experience metrics, like bounce rate, to provide more waiting too.
- **This does not necessarily result in visitors seeing fewer ads**. The number of ads shown is only one factor in influencing actual user behaviour.

OPTIMIZATION GOALS

Set your goals. User experience, revenue, balanced.

- Balanced (default)
- Revenue Focused
- User Experience Focused
- Custom Settings

HELP

Where to get help

- https://support.ezoic.com/kb/article/using-the-ezoic-chrome-extension
- https://support.ezoic.com/kb/article/errors-with-the-ezoic-chrome-extension
- https://support.ezoic.com/kb/article/guide-to-creating-placeholders-for-ezoic-ad-tester
- https://support.ezoic.com/kb/article/how-to-wrap-your-ads
- https://www.youtube.com/playlist?list=PLt7J02h9vbOSlZLa1sPskzC3VZBHW_Amr

Resources for Publishers

Troubleshooting

- Support.ezoic.com
- Create a ticket

Ezoic Education

- ezoic.com/ezoic-explains/
- ezoic.com/faq/

Revenue & Traffic Education

- Adrevenueindex.ezoic.com
- Big Data Analytics
- Publisher Dashboard

Industry Education

- Publisherlabpodcast.com
- ezoic.com/blog/

Questions?