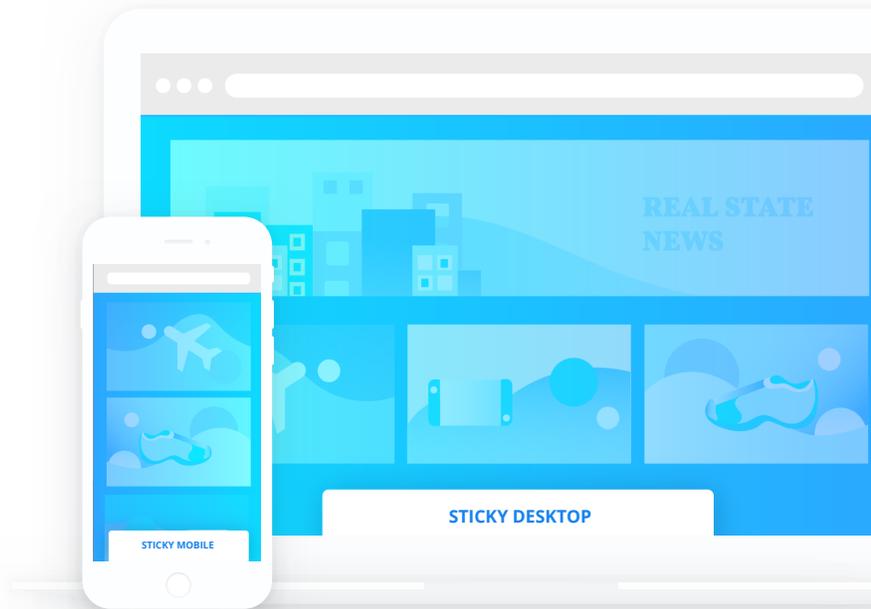


Common misconceptions about Stickies

Well-designed sticky ads are already being used extremely successfully by some of the world's largest digital publishers.

However, there are still some myths circulating about this ad format, the truth is that it is not only preferred by the Better Ads Standard but is also highly sought after by many of the highest paying buyers.



Myth #1

Users do not like sticky ads.



Truth ✓

A single (normal sized) sticky unit is one of the most user-preferred formats because it allows publishers to reduce the total amount of ads on the page without sacrificing earnings.

The Better Ads Standard clearly states that users do not like sites that are overstuffed with ads or sites that show oversized ads. A single (normal sized) sticky unit is rated as user-friendly and creates an opportunity for publishers to eliminate multiple low-paying placements on the page while increasing site revenue at the same time. Users explicitly prefer sites that load faster and have fewer ads. This is one area where advertisers, publishers and users are all aligned.

The Coalition for Better Ads has done arguably the [largest study](#) on what users actually prefer. The Sulvo 728x90 sticky desktop unit and the sticky mobile top or bottom unit are some of the most preferred ad formats according to their large dataset of user preferences.

Contact us to schedule a time so we can provide similar results for your site:

 [Schedule a call](#)

 Learn more: sulvo.com
 Email: stickies@sulvo.com
 Skype: [sulvo.x](https://www.skype.com/people/sulvo.x)

Myth #2

Sticky ads may negatively impact SEO and may increase invalid activity due to overlapping ads.



Truth ✓

Sticky ads that are not oversized do not affect SEO and do not affect invalid activity rates since they are explicitly allowed by the buyer platforms (including Google).

SEO: Gary Illyes, the webmaster trends analyst at Google, has been asked numerous times specifically about the impact of stickies on SEO, he has answered:

Gary Illyes ✓ @methode

July 28, 2017

Nah, I wouldn't worry about that

Sulvo's stickies are never oversized and the Sulvo ad server also improves pagespeed due to moving as much work to the server-side as possible, further improving SEO.

Invalid activity:

Contrary to what some believe in the industry, [stickies are supported by Google](#) and horizontal stickies are allowed to overlap content (vertical stickies however do have overlapping restrictions).

According to the [Better Ads Standard](#), a large sticky ad which takes up more than 30% of the screen would be considered obtrusive and could increase invalid activity. Sulvo's stickies never get close to this limit.



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Myth #3

Advertisers do not like sticky ads.



Truth ✓

Advertisers highly prefer ad placements that are actually in-view and have a long average viewable time. Good news is that buyers are also willing to pay a premium for it.

The buyer side focuses more on engagement and viewability metrics than most publishers realize. Many buyers don't even buy ad units below their predetermined viewability threshold, making the majority of your ad placements completely unavailable in their buying systems. In many cases their rates are set in vCPM as well, which means that the publisher's calculations based on "CPM" are already inaccurate from the start.

Please see 3 independent sources below confirming that just by focusing on pagespeed and viewability, you can improve revenue while reducing the number of ads at the same time.

- **Forbes.com:** "By removing two ad positions on the page the other ads were loading much faster, which lead to [the entire page running better.](#)"
- **Pubexec.com:** According to pubexec.com, with a focus on pagespeed and engaging ads, publishers can have [fewer ads and make more money](#).
- **Vice.com:** Since getting rid of intrusive ads and making other changes last year, Vice said people are [spending twice as long viewing its ads](#) as before.



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