

Ad Optimization Guide

You finally have DFP completely implemented and ready to show ads. You're all done, right? Not even close. You're still a ways away from monetizing your website at an optimal level. Let's not stop at monetization -- let's aim for an optimized ad inventory that doesn't leave money on the table. In order to optimize your DFP ad inventory, follow these five steps:

Step 1: Enable AdSense for All Standard Ad Size Units

In the inventory section of your DFP account, you'll want to enable AdSense for each standard ad size unit (728x90, 300x250, 160x600, 120x600, 336x280, 250x250, 468x60) whether you run direct sales ads in the ad unit or not. Remember, DoubleClick for Publishers is made for online companies that use Google AdSense to monetize their traffic in conjunction with a direct sales team that sells into the online inventory.

Essentially, your sales teams are able to list the CPMs they have sold the online ads for. DoubleClick for Publishers takes these listed CPMs and compares them to the eCPMs that Google AdSense achieves and DFP serves the higher paying ad. That way, you'll know that the highest-paying ad is always being served. Don't think this is limited to direct sales, either. You can attribute CPMs for other ad networks you serve, and you can compete them against the Google AdSense inventory via DoubleClick for Publishers.

Make sure to tailor the AdSense text creatives according to the look of the page. Your goal is to integrate your ads into the page so they look like organic content. If all of your pages look the same, then simply configure the most integrated look on your network settings and enable the network setting for all your standard ad size units.

Step 2: Introduce Premium Ad Networks to Your Ad Inventory

You will want to add the following list of ad networks to your ad inventory depending on where your traffic originates. Make sure to use the below links -- most of them will put you on a fast track through the approval process and will give you a better chance of getting approved:

- *ValueClick (Worldwide):* [Sign Up Form](#)
- *ContextWeb (Worldwide):* [Sign Up Form](#)
- *Casale (US, Canada):* [Sign Up Form](#)
- *Chitika (US, Canada, UK):* [Sign Up Form](#)
- *Tribal Fusion (Worldwide):* [Sign Up Form](#)
- *Burst Media (US, Canada, UK):* [Sign Up Form](#)
- *Criteo (Japan, Brazil, Spain, France, US, Canada, Italy, UK, Netherlands):* [Sign Up Form](#)
- *AOL (Canda, US, UK):* [Sign Up Form](#)
- *Viglink (Worldwide):* [Sign Up Form](#)

The above list of ad networks is your best bet to get accepted into their ad network, and for high performance as well. Add the ad networks that are relevant to the geographical makeup of your traffic. Having six to eight ad networks is plenty to have a fairly optimized ad inventory.

Step 3: Run All Direct Sales and Ad Networks on Price Priority

It is important to set all line items on price priority so that AdSense can compete against all line items on an even playing field. This will ensure that each ad impression goes to the highest-paying bidder. Don't be afraid to use frequency caps as well. For direct sales, use frequency caps to evenly serve the ads according to the set goals. This will ensure higher performance than simply running it on an open



frequency cap and a daily impression cap. For third-party ad networks, it's also best to use frequency caps to maximize performance unless you were able to negotiate a fixed CPM at 100% paid ad impressions. Unless you want an advertiser or ad network to fill 100% of an ad unit, all of your main line items should be running at price priority.

Step 4: Setting Up an Optimal Passback Strategy

It's important to set up an optimal passback chain with the CPM being the highest on the first impressions and the CPMs slowly dropping further down the chain. Do not use DFP ad units as passbacks because you will see large ad impression discrepancies. This is a feature the DFP Small Business does not support properly. Instead, you should run short waterfall chains. You should have a waterfall chain for each country your users come from. For more information on setting up optimal passback strategies, please refer to the following [article](#).

Step 5: Continuous Ad Optimization

After you implement the first four steps, you will already have seen increases in your ad revenues and CPMs. As time goes on, you can continually improve your ad setup and maintain your high CPMs. As you continue to optimize, you will want to stick to the following fundamentals:

- *Creating internal competition:* CPMs will grow as a whole if you introduce new ad networks to compete against the current ones. In essence, you are increasing demand to raise the going price. The more competitive ad networks you add, the more you'll increase the demand for your ad inventory which results in higher CPMs.
- *Providing users with more options:* If a user saw the same ad 200 times they will click that ad one time max. However, if the user saw 200 different ads they are more likely to click on multiple ads which will dramatically increase CTRs (click-through rates).
- *Get the right ads to the right users at the right time:* The biggest fundamental to boosting ad revenues is optimization. The list of factors you can use for optimized targeting is practically endless. For example, you can optimize by time of day, day of week, category channel, geographic, demographic, display creative, user behaviour, browser history and many other factors that get the right ads to the right users.
- *Up-to-the-minute day trading:* You must act like a day trader within your ad inventory. Like buying and selling stocks, you must use DFP to shift ad impressions to the highest paying ad networks. Since CPM levels are always so volatile, this is an essential strategy to maximizing the revenue of every single ad impression. As a result of CPM levels being so volatile, you should work on an ongoing optimization process to ensure your impressions always go to the highest bidder.

It's important to note that the optimization game is a 24/7, 365 day a year job. If your site gets under 5 million page views per month, then you can most likely manage your ad inventory yourself. You should have six to eight ad networks competing against Google AdSense, and you should definitely make sure to check performance at least once a day. If your traffic grows over 5 million page views per month, you should either invest in a dedicated person in-house, or go the route of outsourcing your ad inventory optimization. This is the key to realize such dramatic spikes in ad revenues.

With over 5 million page views per month you will get the return on investment from having a dedicated employee that is only responsible for optimizing your ad inventory. If you are not able to invest in such an employee, or if ad optimization is outside of your core competency, we recommend outsourcing your ad



operations to an ad optimizer that is able to tailor ad optimization to your website rather than going with a one-size-fits-all automated ad optimization solution. One-size-fits-all ad optimization platforms do not allow your site to reach its ad revenue potential. Each website is completely different and a human touch is essential to customize efforts to each website and to integrate initiatives from all parts of the online company. This person's job is to optimize and drill down as much as possible to continually increase CPMs, which directly translates to revenue. It is best to have a combination of technology and an expert's close eye on your ad inventory.

If your traffic grows above 10 million page views per month and you would like to outsource your ad operations, feel free to contact us at: support@monetizemore.com

