

BEST PRACTICES FOR MGID PUBLISHERS



mgid

AD UNIT CREATION

- Give new widgets at least 30 minutes to load before placing them on the site.
- By default, all widgets are responsive and will fit given space entirely. “Fixed width” is not recommended.
- Under article placement tends to show the highest performance possible. It is recommended to keep 3-4 images in a row.
- Name your widget by placement, eg: “Under Article”, “Sidebar’ etc. to keep track of their performance.

Publisher > Widgets
Adding new widget

GENERAL DETAILED

TYPE DEFAULT WIDGET

NAME Under Article

WEBSITE

COLUMNS 4

ROWS 2

THEME #c0504d

WIDGET TITLE PROMOTED CONTENT

BACK

YOU CAN ADD POPUNDER by mgid

11 Earrings hand unique structure

- Use 1 image in a row for sidebar placement.
- Use different titles for the widget. You have an option from “Promoted Content” to “Check this out” in widget creation window.

Publisher > Widgets
Adding new widget

GENERAL DETAILED

TYPE DEFAULT WIDGET

NAME Widget_16_25/04/2016

WEBSITE

COLUMNS PROMOTED CONTENT
SPONSORED CONTENT
SUGGESTED NEWS
YOU MAY LIKE
INTERESTING FOR YOU
MORE COOL STUFF
CHECK THIS OUT

ROWS

THEME

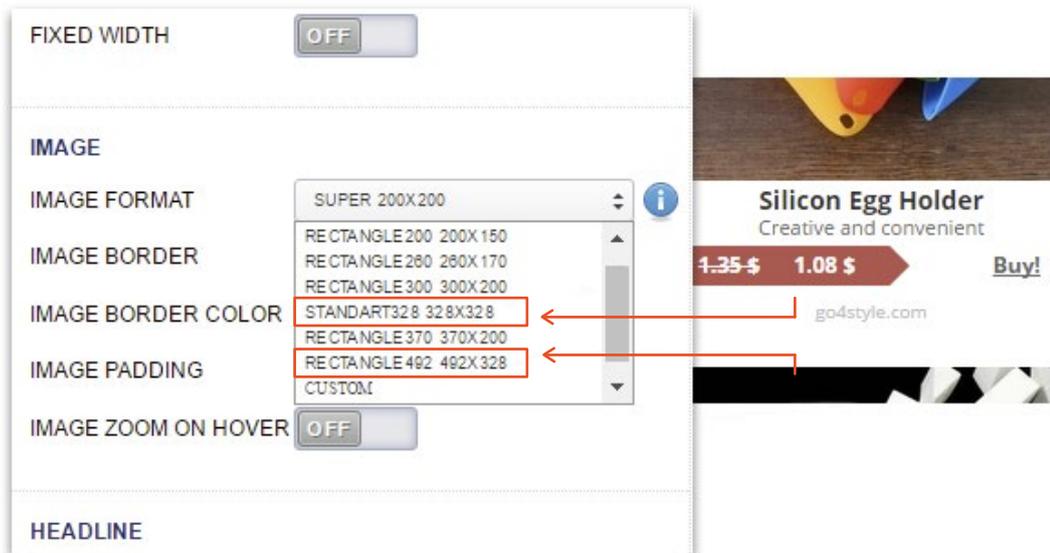
WIDGET TITLE PROMOTED CONTENT

BACK

YOU CAN ADD POPUNDER by mgid

11 Earrings hand unique structure

- Most effective font size is between 14 px and 16 px
- Most effective image size is 328x328px for square images and 492x328px for rectangular



- Match the widget's design to the website's design. But always show the user that the content in the widget is sponsored.
- Use no more than 3 different widgets on the same page.
- Keep the widget as close to the actual content as possible.
- Avoid using native ads in banner placements.
- Always place ads above comment section.
- Check if the website has a mobile version and make sure that the widget displays properly on both mobile and desktop versions of the website.

PERFORMANCE OPTIMIZATION

- Using only 1 widget? **Add another widget** to the sidebar or your header section!
- Make sure to also place the ad unit on mobile version of the site.
- Always pay attention to **visibility ratio**. When Visibility is below 75%, consider moving the ad unit closer to actual content of the page to not lose ad impressions.

Report summary •

CLICKS: 27 952 REVENUE: \$1 182.10 AV. CPC: 4.4

DATE	IMPS	REAL IMPS	VISIBILITY RATE, %
24/04/2016	200 821	74 382	37
23/04/2016	176 126	65 771	37
22/04/2016	178 315	65 980	37
21/04/2016	162 998	59 358	36
20/04/2016	110 896	41 311	38
19/04/2016	156 111	57 598	37
18/04/2016	24 471	8 220	34

IMPRESSIONS: 511 338 REAL IMP: 372 620

CPC #	REVENUE \$
4.5	231.72
4.3	197.73
4.5	204.19
4.3	169.52
4.2	158.30
4.6	201.63
2.8	19.01

VISIBILITY RATE, %

37

37

37

36

38

37

34

- Visibility of the widget might be affected by placement **on the mobile site**. Make sure everything looks good there.
- **Increase the number of rows** in the widget to boost your RPMs.

Widget configuration interface showing settings for a widget.

GENERAL | DETAILED

TYPE: DEFAULT WIDGET

NAME: under article

WEBSITE: [empty]

COLUMNS: 4

ROWS: 2

THEME: #4555a7

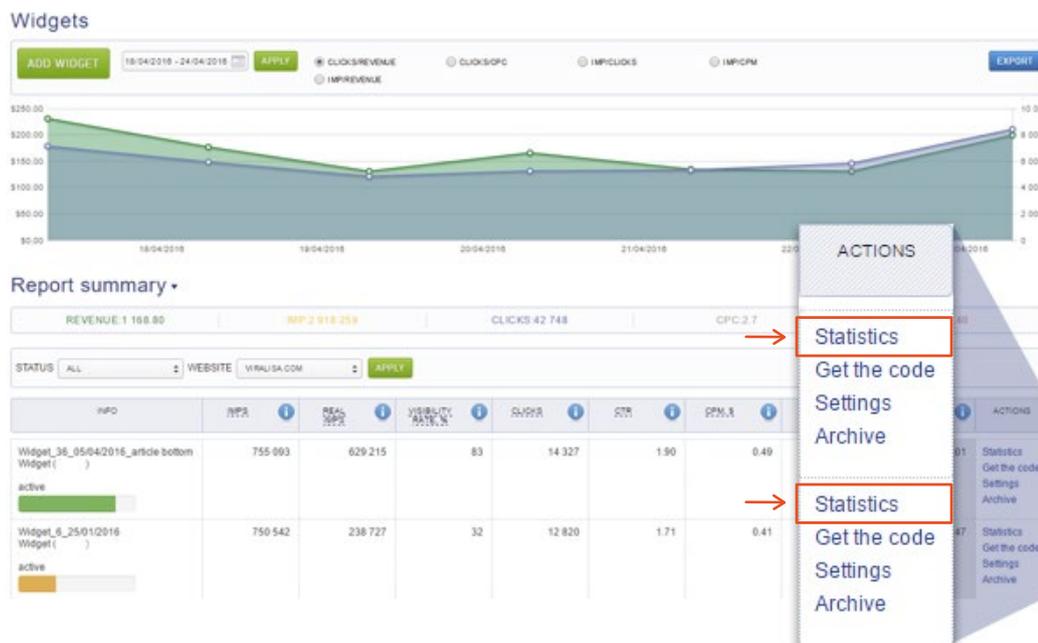
WIDGET TITLE: MORE COOL STUFF

BACK

Silicon Egg Holder

1.35 \$ 1.08 \$

- Analyze your **stats by days**. When making any changes, always check the detailed statistics by days to see actual changes.



- Request **stats with country breakdown** by widget from your manager or support team for even more data for analysis.

The screenshot shows a 'Report summary' table with a country breakdown. A red box highlights the country names and their corresponding values. An arrow points to the 'REAL IMP' column.

COUNTRY	REAL IMP
Spain	1 925 806
Argentina	638 541
Mexico	386 472
Colombia	370 835
United States	200 544
Chile	195 498
Peru	194 258
Uruguay	153 553
Costa Rica	92 645
Bolivarian Republic of Venezuela	79 339
Ecuador	65 244
Plurinational State of Bolivia	43 031
Puerto Rico	38 833

PAYMENTS

- Visit “Payouts” page for all of your payment related questions at <https://dashboard.mgid.com/publishers/payouts>
- Make sure you **put your payment details by the end of your first month** in order to get paid without any delays.
- **Track your payments status** on the “Payouts” page of the Publishers section.



Native Advertising Marketplace
www.mgid.com