

Outstream Video Ad Zones:



Publisher Does & Dont's

To have a successful Outstream Video ad zone on your site is easy!
Just follow our checklist:

✗ Even though it is a video ad **don't** think of it as a video ad, ✓ **do** think of it as a display ad format that is shown to the end user as part of their user journey on your website.

✓ **Do** use it in conjunction with your banner ad zones, but ✗ **don't** use it as a replacement for banners, use it as an additional ad zone.

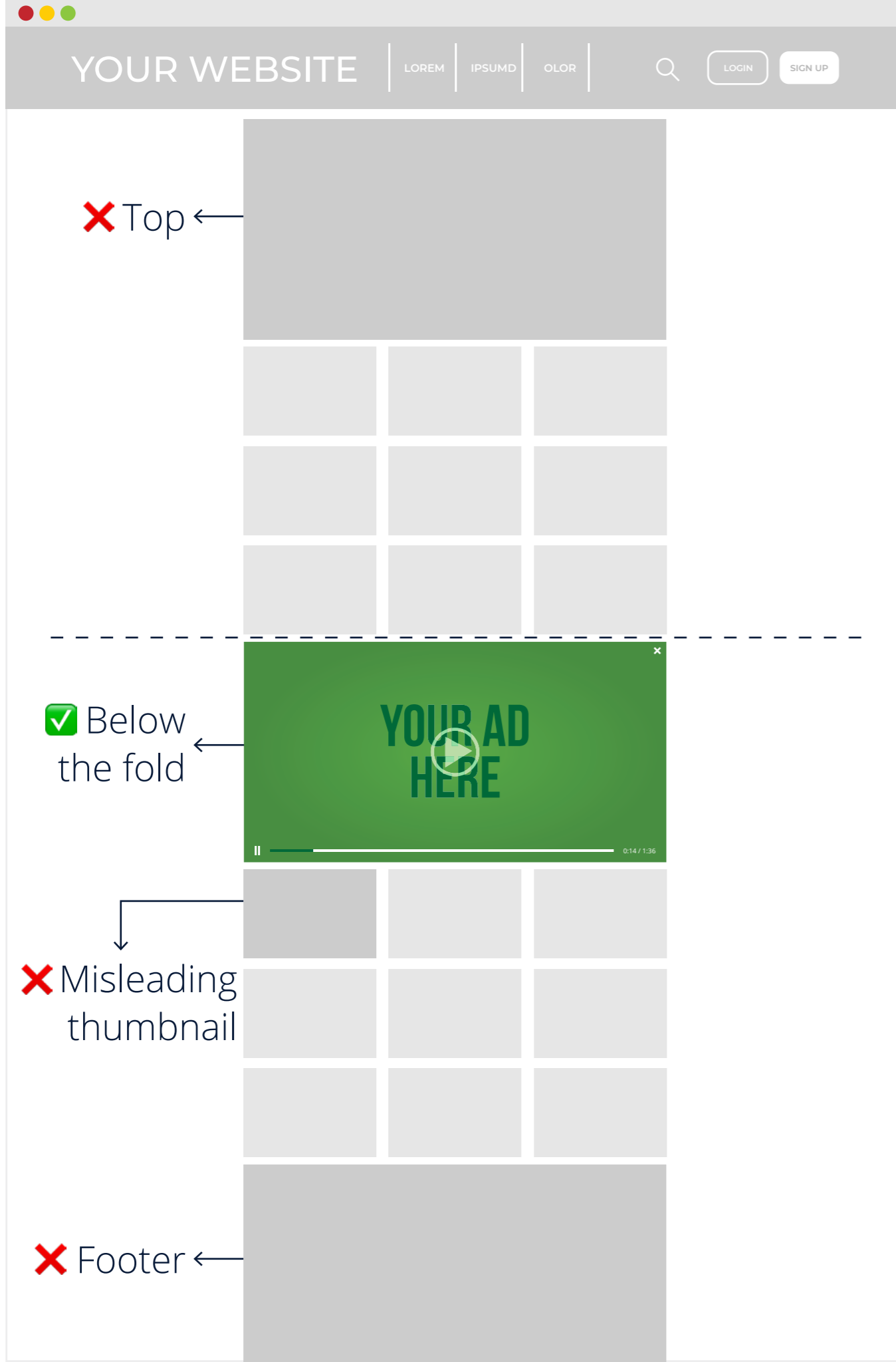
✗ **Don't** use a video player for custom Outstream implementation, ✓ **do** use the code provided within your Admin Panel to display the ad at the desired position on your site. Viewability and CTR metrics are affected negatively by custom implementation and might result in your site's rejection.

✗ **Don't** place your Outstream ad zone at the top or bottom of your website, because this will generate less clicks, affecting your eCPMs.

✓ **Do** place your Outstream ad zone between your site's content so that the ad zone becomes part of the user journey.

✗ **Don't** use a thumbnail as your Outstream as this could be considered misleading to the end user affecting user experience on your website

✓ **Do** implement Outstream ad zones below the fold, ideally above or below the mobile middle on Mobile devices and between the content on Desktop devices.



- ✔ **Do** select an automatic response width that fits 100% of the container on your site. If you decide to choose a custom width size, **✗ don't** apply any restriction to the container's height, so that the video ad height is adjusted automatically based on the width, to maintain a great aspect ratio.
- ✔ **Do** use the Branding option in the ad zone set up, it is the default setting and will display "Ads by ExoClick" on the top left hand corner of the Outstream ad. This will ensure that the ad zone will generate more quality clicks and better engagement.
- ✔ **Do** follow our Outstream ad zone implementation tutorial [here](#), this will ensure that the ad zone is correctly implemented so that clicks and video views are accurately reported.
- ✔ **Do** [contact a Client Care Specialist](#) if you need any advice or help