Ads how they should be

Better ads for better monetization

DENNIE TROST
PUBLISHER DEVELOPMENT LEAD, DACH
1. How you should support publishers
A sustainable ecosystem where everyone wins

PEOPLE
Ads relevant to their interests for a good experience

PUBLISHERS
Smart monetization and audience retention

ADVERTISERS
Ability to reach a high-value, global audience
Engage your audience, grow your business

How can I support?

- High quality, targeted ads
- Innovative & traditional formats
- Fast decisioning for seamless delivery
- Education and optimization
- People-based marketing
An advanced ad auction maximizes value for every ad

Maximize advertiser value
Maximize value for people
Maximize publisher potential
How our auction works

**MAXIMIZE ADVERTISER REVENUE**
- **ADVERTISER BID**: Advertiser’s bid for the outcome selected as their optimization goal

**ESTIMATED AUCTION RATE**
- **What’s the likelihood that an impression shown to this person will lead to an advertisers’ outcome?**

**OPTIMIZING CONSUMER EXPERIENCE**
- **USER VALUE**: How interesting do we think this individual is going to find this ad? Is this a high-quality ad?

**TOTAL VALUE**
- The ad with the highest total value wins the auction and is sent to the publisher.
What can we learn from Facebook ads?
SOLUTIONS FOR ENGAGEMENT AND GROWTH

Video solutions
Audience Network video

Engaging ads with rich storytelling capability, resulting in better performance

NATIVE

INTERSTITIAL
Audience Network video
Engaging ads with rich storytelling capability, resulting in better performance
Rewarded Video is the most popular ad format in Gaming

- Rewarded Video Ads: 82%
- Banner Ads: 65%
- Interstitial Ads (Vollbildmodus): 54%
- Playable Ads: 39%
- Offerwall Ads: 32%
- Native Ads: 30%

Quelle: „Mobile Games Monetization Research“ von Walnut Unlimited (von Facebook beauftragt), quantitative Studie in Form von 173 Online-Interviews in den USA und in den Regionen EMEA und Asien-Pazifik, April 2019
Best Practices

- Think about using rewarded video
- Test different entry points
- Adapt your code
How it looks in Gaming
How it can look in digital offerings
FACEBOOK SOLUTIONS FOR APP PUBLISHERS

Display solutions
Display ads
Flexible formats including standard, native, and full-width

STANDARD

NATIVE

FULL-WIDTH

34% CPM increase
Guidelines to improve user experience
Success with display ads
Guideline #2 – Avoid content confusion

**DO:**
- Clearly distinguish banner ad from content
- Use border and different background color
Guideline #3 – Consider timing
Don't show ads when people are about to click in your app
Guideline #3 – Consider timing

Don't show ads when people are about to click in your app

**DO:**
- Show ads during natural pauses
- Make it easy to close the ad
Guideline #4 – Consider frequency
Don't show ads after every action
Our commitment

A healthy ecosystem for people, publishers, advertisers

A fair value exchange

A range of solutions for various needs

Working together with your input
Thank you