

Display

CTR Optimization Guide



Essential Tips to Optimize CTR

When running Display campaigns in Nova Studio, CTR is the key success metric. The following tips are organized by optimization area to help you get the best results from your campaigns:

1 Ad Sizes

2 Viewability

3 Flex/Full size rendering

4 Targeting

5 Frequency Capping

6 AI Optimization

7 URL Blocking

8 Language Targeting

TIP 01

Ad Sizes

Reminder: Nova Studio supports the following ad sizes for all formats:

300 x 200

300 x 600

320 x 480

336 x 280

Make copies of the same creative for each of the above sizes for maximum inventory availability. You can use the same Nova Studio's Ad tag for each size.



You can turn individual ad sizes on or off based on performance as your campaign progresses.

Pre-launch setup

TIP 02

Viewability

Pull a viewability report periodically from the DSP or any viewability tracker (MOAT, IAS etc.) being used, and monitor it closely.

Recommendations:

- ✔ Set a minimum viewability threshold of 70%
- ✔ Raise the threshold if viewability drops below 60% or if you notice low viewability in your DSP reporting
- ✔ Always apply minimum viewability threshold targeting at the Insertion Order or Line Item level



High viewable placements will drive the CPM costs up, so use this in combination with a maximum limit for CPM set at an IO level

Pre-launch setup

TIP 03

Flex/Full Size Rendering

Nova Studio ads render as Flex (full size) by default by resizing the ad slot's iframe. This delivers better looking creatives and higher engagement than fixed size ads.

Three instances force fixed-size fallback (300×250, 300×600, 320×480, 336×280) — avoid the following:

- ⊗ When the ad is trafficked to safe-frames, e.g. when using GAM SSP (Google Ad Manager supply)
- ⊗ When the ad is trafficked to App inventory
- ⊗ When the ad lands on an AMP site/page

Creative rendering

TIP 03

Flex/Full Size Rendering

Inventory recommendations

Creative rendering

Recommended domains to blacklist:

- googleusercontent.com
- amazon-adsystem.com
- c.amazon-adsystem.com
- ampproject.net
- ampproject.org
- doubleclick.net
- googlesyndication.com
- googleads.g.doubleclick.net

Recommended exchanges for Flex inventory:

- PubMatic
- OpenX
- Index Exchange
- Xandr (AppNexus)
- Magnite
- Bidswitch



Nova Studio ads will automatically fall back to fixed size if the iframe cannot be resized, so there are no rendering issues if you choose to use the above inventory

TIP 04

Targeting

Audience Strategy

Targeting is another key factor in optimizing your campaigns. The more granular targeting used, the higher the click-through rate (CTR) is likely to be. This will also likely mean a higher CPM.

Recommendations:

- ✓ Target mobile web only, or up-weight mobile web over desktop
- ✓ Avoid App and Google AdEx inventory
- ✓ Run multiple line items at different targeting depths



Targeting away from Apps and Google Ad Manager supply is a strong recommendation for best performance — not a limitation. Include this inventory if you need it for delivery

TIP 05

Frequency Capping

If CTR's are low, but the daily budget is being achieved then apply a frequency cap to each creative:

Recommendations:

- ✔ Start with 5 impressions per campaign lifetime per user
- ✔ Adjust to 5 per week as the campaign progresses
- ✔ Adjust to 2 to 6 per day if needed to aid delivery

Mid-flight performance

TIP 06

AI Optimization

Take advantage of your DSP's optimization feature at the IO level, specifically set to Maximize CTR - "Allow system to automatically adjust bids and shift budget to better-performing line items."

- ✔ Be careful to setup maximum CPM threshold to control cost.
- ✔ Add only one creative per line item to allow more control of optimization.

Optimization

TIP 07

URL Blocking

Throughout your campaign, identify poor performing URLs and block them to optimize toward sites with the highest CTR.

Recommendations:

- ✓ Remove URLs with non-English language content if your campaign targets English-speaking audiences
- ✓ Build your block list progressively as campaign data comes in

Using a limited site-list will potentially increase CPM costs as well

TIP 08

Language Targeting

Always specify language targeting to match your campaign requirements.

Without language targeting, non-English sites may also be targeted in the Open Exchange.

Audience Strategy



Some DSPs default to 'all languages.' Confirm the language setting is applied before the campaign goes live.

Creative Recommendations

Run multiple creative variants

Create at least two variations per campaign to test different messaging, visuals, and CTAs.

Use a strong CTA

Customize your CTA button text in Nova Studio with a compelling message that encourages viewers to take action.

Match CTA button color to your brand

Use the color picker in Nova Studio to create a consistent brand experience.

Turn off social engagement icons for performance

Ideal for conversion, lower-funnel, and traffic KPIs.

Prioritize portrait assets / videos

Portrait orientation has better visibility and fits more naturally on the user's screen.

Choose the right social platform for your audience

See the next slide for the breakdown.

Choose the right platform for your audience

Different social platforms attract different audiences. Pick the source format that fits your campaign goal.

Facebook + Instagram posts

General and older audiences

YouTube

Video units for a general audience

TikTok + Snapchat

Younger audiences

Instagram Stories + Carousels

High-impact visual storytelling

LinkedIn

B2B audiences

Thank You

Need Help? Reach out to our team!

