

REPORTING

Site-Level Reporting **Explained**

Ever wondered why **game apps** appear on your advertising reporting so frequently? Our campaigns are site-agnostic, meaning we serve ads where the audience is, instead of on specific sites where we hope they'll be. We use programmatic algorithms and human optimization to improve performance.

TARGETING

Programmatic advertising is all about targeting an audience based on specific behavioral, demographic, contextual, or geographic information. The technology focuses on reaching the chosen audience no matter where they are, instead of serving ads to certain websites.

TECHNOLOGY & OPTIMIZATIONS

The ad platform and campaign managers running your campaign are focused on ad performance, which could be clicks, conversions, or another metric defined in your insertion order.

Game apps often show only a single ad unit at a time, while other sites show multiple ad units on a page. That gives the ad a stronger presence on an app, since it isn't competing with other ads on the same screen. This can lead to greater engagement and more clicks, so both the ad platform and campaign managers optimize toward those apps, which can increase the impressions served there.

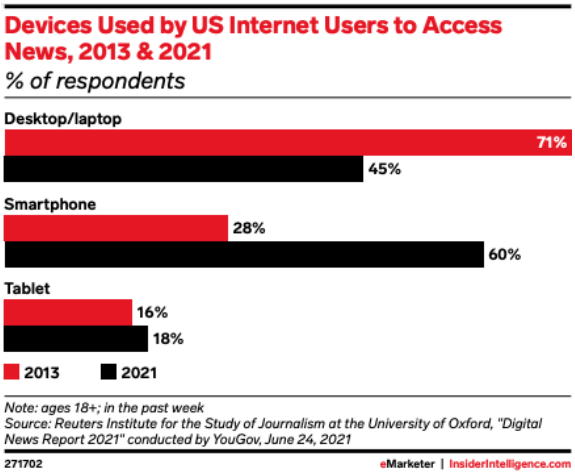
PRE-OPTIMIZATIONS

Our operations team applies third-party data segments that exclude sites with too many ads on a page. This can exclude some familiar sites, because publishers often increase the number of ads shown to visitors who don't come to the site frequently.

Questions about where your ads are running?

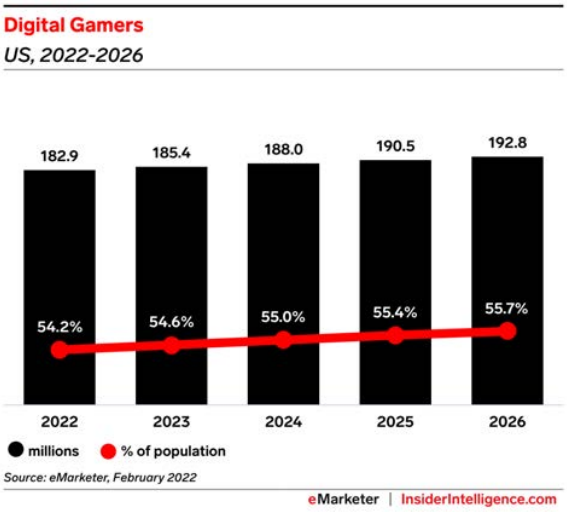
Your Max Media Digital team will walk through your site-level report with you anytime.

FURTHER RESEARCH & CONSUMER TRENDS



Focused on news content, this chart shows the major move from desktop to mobile. The number of people using a smartphone to access news has **more than doubled since 2013**.

eMarketer reports that **182.9 million US adults play games on their phones**. That number is expected to keep climbing, representing a **huge** portion of the US population and a large, engaged audience that digital advertising can reach.



Activities US Adults Are Doing via Mobile Apps, 2018-2020
% of respondents

	2018	2019	2020
Check email	46%	57%	61%
Visit social media sites	38%	48%	52%
Play games	41%	46%	46%
Watch movies or TV	43%	51%	37%
Research things I want to buy	45%	53%	28%
Check the weather	29%	38%	54%
Buy things	32%	38%	38%
Banking or other financial services	22%	27%	46%
Read the news or a magazine	27%	37%	21%
Listen to music	15%	20%	49%
Chat on social media	15%	18%	40%
Read a book	24%	28%	19%
Research topics or people	17%	20%	20%

Source: Advertising Research Foundation (ARF), "The Third Annual Privacy Study," Sep 21, 2020
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Despite what people say they do, more US adults play games on mobile apps than read the news or a magazine, making game apps a natural place for ads to reach your audience.