

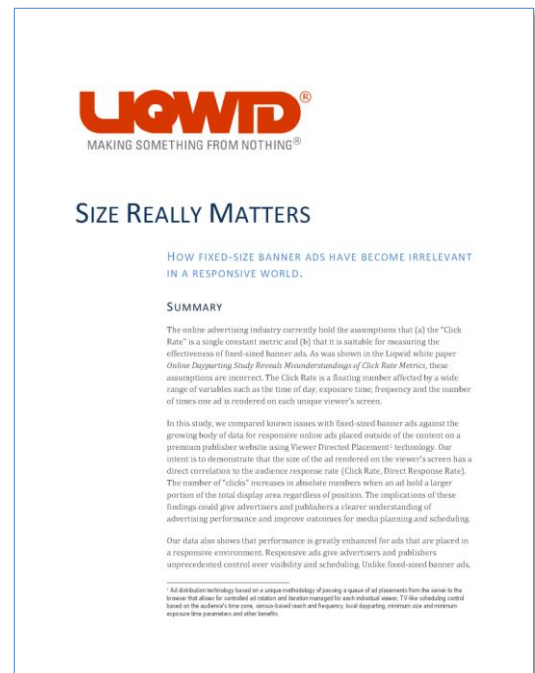
Liqwid[®] Whitepaper Explains Why Online Ad Size Matters

LIQWID[®] whitepaper entitled “Size Really Matters” explains how responsive online ads take greater prominence over legacy fixed-sized banner ads. Ads with greater prominence on the viewer’s screen delivered multiple times the number of “click throughs” than smaller ads.

LAS VEGAS, NV -- [LIQWID[®]](#), a brand of LeftsnRights, Inc., today released a new [whitepaper](#) that explains why fixed size banner ads have outlived their effectiveness and why publishers need to accelerate their conversion to responsive ad delivery.

Entitled “Size Really Matters: How Fixed-Size Banner Ads Have Become Irrelevant in a Responsive World,” the paper compares fixed-size display ads against responsive ads in a viewing environment with a wide range of viewing options. The paper cites a study that compared impression rates and click through rates of ads at various sizes. Among the paper’s findings:

- Ads with greater prominence (greater size relative to the viewing area) on the screen delivered a click rate multiple times the rate of ads with less prominence (smaller size relative to the viewing area).
- Larger sized ads in one campaign tended to generate more clicks for the entire campaign even when smaller ads generated more impressions.
- The click rate floating number shows that larger-sized ads consistently generate a higher direct response rate (up to 3.5%) which also resolves in a higher number of clicks delivered in absolute numbers.



“If you buy a fixed-size display ad, you expect a fixed position and impact,” says Nikolai Mentchoukov, CEO of the company. But our study shows that this is a false expectation because the actual page size – vis-à-vis the monitor resolution setting – can be just about anything.”

Mentchoukov points out that contrary to fixed-size display ads, responsive ads can occupy a specify area of the viewer’s screen for any variety of device types (examples: desktop/laptop computer, tablet and mobile devices). “Publishers used to focus their attention on the content page area which includes fixed size display ad position,” he says. “But we have learned that the viewer’s experience is based on what they see on their entire screen, which often includes empty space outside of fixed width pages, and this area has always been responsive. It adapts to the user’s screen settings on their desktops and laptops. Our study shows that this is where responsive ads really have the upper hand.”

He adds that responsive ads can be placed in these naturally responsive areas with the addition of one line of code that takes minutes to implement. “And the same method can cause responsive ads to adapt to fit into any screen on mobile devices.” he adds.

“With the wide variety of viewer’s screens on the market today, every environment is responsive in nature,” Mentchoukov explains. “Therefore, responsive ads are not simply a part of the ‘page’ as defined by a publisher but rather a part of the viewer’s total viewing experience. Responsive ads opens up new value by allowing publishers to offer advertising based on the total available and viewable real estate.”

“Liquid provided an innovative ad unit to monetize existing, under-utilized space on our website,” says Anand Ramanujan, CTO of RealClearPolitics.com. “This allowed us to increase our ad inventory with minimal disruption to our users. We have run four campaigns with Liquid so far, and on average, their ads have delivered a CTR that is 5 times higher than CTRs for our other in-page units.”

Award-winning Liquid HTML5 responsive functionality makes content – be it text, images, video, social media, games, e-commerce, or apps – completely responsive in any browser environment. The technology adds flexibility to run a combination of [Flash ads](#) and [HTML5 ads](#) to all types of websites (fixed-width, responsive, mobile) as long as the content format is compatible with the viewing device. Even fixed-sized graphics and content can seamlessly adapt to any web property, browser and device. Liquid HTML5 ads are also automatically indexed and ranked by search engines as standalone interactive content.

ABOUT LIQWID: Liquid[®], a brand of LeftsnRights, Inc., was founded by Nikolai Mentchoukov and Jim Rowan in 2010. The Liquid advertising platform delivers fixed-sized and responsive ads to any responsive environment and creates new, viewable and premium inventory with the empty space



Liquid Dayparting – Page 3

outside of a content page. Ads automatically adapt to any ad size, location, device, operating system, and browser inside the content area or out. The company also features innovations like Viewer-Directed Placement™ and local [dayparting](#) to enhance the accuracy of measurable deliverables and scheduling. The company has offices in Salt Lake City, UT and Nevada. Download the whitepaper from Scribd (<http://bit.ly/14nZLl1>). For more information about Liquid technology, visit <http://www.liqwid.com/> or contact Sarah Prater at 800-870-5006 or [sp\(at\)liqwid\(dot\)com](mailto:sp(at)liqwid(dot)com). The company's Twitter feed is @LiqwidAdTech (#liqwidads).