



A checklist to to maximize the performance of your banners on Cox Automotive sites

Creative Weight Best Practices

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Kelley Blue Book
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Tips for Optimizing Ad Creative

Optimizing your ads is the last, and possibly the most important step, before delivery. The smaller the ad file size, the quicker the ad will load. Kelley Blue Book's many visitors, like most Internet users, are very busy and don't linger on pages waiting for ads to load. So building a fast-loading html5 banner ad not only ensures that your creative is viewable but immediately clickable, thus increasing the likelihood of user engagement!

For every 1 second of delay, we see a 7% increase to the abandonment rate!

Ads consist of multiple components. Any one of these pieces, if not optimized, could prevent your ad from loading before the user has already decided to move on to another page. The following is a compilation of tips and resources for building optimized banner ads.

IMAGES

Unoptimized images can create a huge bottleneck and negatively impact your creative performance. Be sure to account for the file weight by accounting for these image variables.

Scaling

Be sure the images used in your creative are sized properly. Animating the size of an image is fine, but be sure that when the ad is done animating, the final art is scaled at 100% its actual size. This will ensure that you are only bringing in enough image detail for the final resting state of the image, where it is most likely to be scrutinized. (If you are using an image and the largest it ever appears on your canvas is 50% of its actual size, you are bringing in an image that is too big. Your file size could be cut in half and your final image should be scaled to a size of 100%.)

Resolution

Many computer monitors these days have screen resolutions that are greater than 72ppi (pixels per inch). This is especially true for mobile devices. However, choosing a higher screen resolution for your image could add significantly to your file weight without offering any additional sharpness. Test your creative. A good rule of thumb is to determine the largest your image appears at the end of the animation and make sure that the image resolution is between 72ppi and 100ppi.



Crop

If there are portions of your image that are not visible because they live outside the ad boundary, then crop that portion of the image. Keeping part of an image that is never seen by the visitor increases the download size and your download time.

Compression

Make sure your JPG and PNG images have been optimized. There are some excellent tools available that will help to wring any extraneous weight from the file without hurting the image itself. One site in particular, [TinyPNG](#), does a great job by imperceptibly reducing the number of colors and stripping out all of the metadata while maintaining support for transparency, even for animated PNGs (APNG). Their site is completely free to use. (There is a Photoshop plugin available for \$50 that may offer more convenience for you.) But don't let the name fool you. They can drop weight from your JPG files too.

FONTS

Fonts are great for branding, but they can mean increased files sizes as well. Some fonts can weigh in at 300K, which quickly eats into your weight allotment.

Consider:

- Saving your type as transparent PNG files (instead of live fonts)
- Minimizing the number of weights used in your creative

CODE

- Use CDN for shared Javascript libraries
- Use light weight file loads during initial load of the page ([see pages 9-10](#))
- or minimize render blocking scripts like CSS, JavaScripts during initial load
- Use subload for rendering ad experiences that require heavy file weights ([see page 12](#))
- Minimize number of files requested during initial load. In other words, only include assets and files necessary for completing the first visual display of the ad ([see page 12](#))



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CODE

Here are some common Javascript libraries for online ads:

GSAP: <https://cdnjs.cloudflare.com/ajax/libs/gsap/latest/TweenMax.min.js>

JQuery: <https://ajax.googleapis.com/ajax/libs/jquery/3.3.1/jquery.min.js>

JQuery Mobile: <https://ajax.googleapis.com/ajax/libs/jquerymobile/1.4.5/jquery.mobile.min.js>

Zepto: <https://cdnjs.cloudflare.com/ajax/libs/zepto/1.2.0/zepto.min.js>

PIXELS

Often times, creatives will be within IAB spec. However, the addition of pixels can contribute to substantial k-weight and put the creative over spec.

Following these pixel "Best Practices" will help ensure creatives remain in spec:

- Place pixels that are not essential for creative rendering into the sub load.
- If possible, avoid the use of pixels that contain JavaScript in the initial load.
- An allowance for pixels should be accounted for during asset creation.

(Per the IAB, verification & measurement pixels are exempt from k-weight measurement.)

Reminder: Only pixels that have received preapproval from Kelley Blue Book and Autotrader can be added to creative. Please consult the Terms and Conditions of the advertising contract for details. To gain preapproval for a pixel, please contact your Account Manager.

ADDITIONAL RESOURCES

5 Tips To Reduce And Tackle HTML5 Banner Size

<https://www.digitaland.tv/blog/5-tips-to-reduce-html5-banner-size/>

RECOMMENDATIONS:

- ✓ Minimize creative animations
- ✓ Adhere to the IAB creative weight specifications
- ✓ Only bring in images for the size you need
- ✓ Get rid of unnecessary image resolution (more is not always better)
- ✓ Crop unseen content from your images
- ✓ Reduce the number of pixels/beacons on ad creative
- ✓ Keep network calls down to IAB recommended 10 calls on initial load



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ADDITIONAL LINKS

For more information, see the following links:

[IAB New Standard Ad Unit Portfolio](#)

[Get Started with Analyzing Network Performance in Chrome DevTools](#)

[Chrome DevTools](#)



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