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Smart Lazy

Smart Lazy — is an intelligent solution that dynamically creates a network of display ads placed in the editorial content, on the entire page or on its separate part.

The product consists of two modules: Ad Wrapper and Ad Content.

Ad Wrapper

Below you can find more details regarding the way Smart Lazy works:

- Smart Lazy examines the website (entire or the predetermined part) and intelligently creates in real-time the ad placements.
- Smart Lazy placements keep pre-set distance between themselves, between other pre-existing ad placements and do not divide the sections of the website indicated by the publisher.
- It is a flexible solution enabled for mobile and desktop.
- It also works with Wordpress and SPA (Single Page Application).
- Offers multiple formats per device.
- Gives full control and numerous config options: location for creating placements, distance between ads (density), maximum number of ads, used formats, refresh options, moment of new ad loading, defining sections without ads.
- It provides high Viewability (VR at the level of 70% & more).
- Smart Lazy meets the policies of Google, Coalition For Better Ads & IAB
- Its implementing relies on entering 1 line of code into the website or into the ad-server and selecting preferred options / parameters. It is simple and quick and the publisher saves their IT time.
- Smart Lazy does not interfere with the existing monetization setup.

Ad Content

- Smart Lazy connects to practically whole programmatic demand. It serves ads via adserver – Google Ad Manager (GAM), providing and combining demand from Google (Adexchange/AdSense, Open Bidding) and selected SSP platforms in Header Bidding config (prebid.js).

Browser compatibility

- Google Chrome
- Safari
- Mozilla Firefox