

PUBLISHER ADVERTISING & MONETIZATION AUDIT

XYZ.com | Comprehensive illustrative sample

Automated technical inspection + expert-led manual verification + prioritized monetization recommendations.

REPORT ATTRIBUTE	DETAIL
Publisher	XYZ.com (fictional publisher; no site was audited)
Audit type	Illustrative external technical audit + optional connected-data validation
Representative templates	Homepage, category, article, search, events, video, static, mobile
Purpose	Show the range of possible findings across AG's demonstrated audit workflow and specialist analysis
Status	ALL examples, counts, conditions and scenarios in this document are hypothetical. Not actual observations.

Reader notice: This is a capability-oriented sample, not a diagnosis of any real publisher. Individual audit coverage depends on page access, browser conditions, tool configuration and available publisher data. Illustrative examples are not proof that every check is automated today.

01 | Executive monetization assessment

In this fictional scenario, XYZ.com operates a mature ad stack but has a mix of monetized and under-monetized page templates. A technical review would focus on ad-slot lifecycle, refresh eligibility, responsive size mapping, bidder participation, load strategy and incremental inventory opportunities. The specialist then tests suspected issues, distinguishes intended design choices from defects and defines the publisher-side data needed to assess financial impact.

ILLUSTRATIVE AREA	POSSIBLE OBSERVATION	NEXT ACTION
Ad-slot integrity	Defined slots without matching display containers	Verify page DOM, network calls and GPT lifecycle
Refresh	30-second timer present but refresh not observed on eligible BTF slots	Repeat viewable/active-session tests and inspect policy
Demand competition	Some configured bidders participate inconsistently	Compare requests by template, consent and geography
Inventory coverage	Search and events templates contain limited inventory	Test selective in-feed/rail placements
Performance	Heavy third-party activity on interactive pages	Profile waterfall, CLS and ad latency

Illustrative priorities

P1: Verify unrendered slot definitions and ad request behavior. **P2:** Diagnose refresh and bidder participation. **P3:** Test selective new inventory on suitable templates. **P4:** Review lazy loading, responsive sizes, consent and user experience.

02 | How Audience Group conducts the audit

STAGE	WORKFLOW	OUTPUT
1. Automated inspection	Inspect representative templates; capture visible slot definitions, scripts, network activity, timings, size mappings and detected integrations where technically observable.	Technical signals and investigation queue
2. Specialist validation	Repeat tests on desktop/mobile, scroll and interact, inspect browser console/network, compare page types, eliminate false positives and assess UX trade-offs.	Validated observations and qualified hypotheses
3. Commercial interpretation	Connect implementation findings to potential effects on auction competition, monetizable inventory, viewability and page performance.	Prioritized, testable recommendations
4. Optional connected review	Use publisher-authorized GAM and bidder reports to quantify impressions, revenue, fill, Active View, eCPM, session RPM and bidder economics.	Measured baselines and controlled-test plan

Evidence classification: Observed in browser | Manually reproduced | Hypothesis requiring access | Publisher-side data required. A missing network call in one session is not proof a partner is absent site-wide.

03 | Representative page-template inventory

TEMPLATE	ILLUSTRATIVE SLOTS / FORMATS	REVIEW QUESTION
Homepage	ATF 970x250 / 728x90; feed 300x250; sticky 320x50	Placement count, responsive sizes, scroll behavior
Article	ATF banner; in-content units; 300x600 rail; bottom unit	Spacing, viewability, refresh and long-scroll yield
Category / Events	Sticky only; potential in-feed 300x250	Is the page appropriately under-monetized?
Search / Maps	No observed slots in sample scenario	Would rail/native inventory preserve usability?
Video / Live	Leaderboard, right rail, below-player units	Player performance, ad collision, demand
Static / About	Mid-page banner and adhesion	Ad density versus content length

04 | Technical implementation and GPT lifecycle

CHECK	ILLUSTRATIVE RESULT	VALIDATION / RECOMMENDATION
GPT loading	Async GPT script present	Confirm loading order and errors
Slot registration	8 defined slots, 6 display containers on one test page	Reconcile defineSlot, DIV IDs and display calls; distinguish intentional non-display
Single Request Architecture	Individual requests observed; SRA not enabled	Review batching feasibility, not a universal requirement
disableInitialLoad	Enabled with custom scroll trigger	Validate that eligible units eventually request ads
Empty slot handling	collapseEmptyDivs not configured	Test CLS, reserved space and UX before change
Deprecated APIs	Legacy targeting method warning observed	Review migration to supported GPT APIs
Size mapping	Mobile dimensions included in desktop mapping	Remove redundant mappings only after demand analysis
Console / request failures	Intermittent ad-related console warnings	Identify owner, reproducibility and impact

05 | Refresh, lazy loading and viewability

CHECK	POSSIBLE RESULT	SPECIALIST ACTION
Refresh configuration	30-second refresh configured, no subsequent requests in observed session	Test visible vs hidden, tab activity, user interaction and policy eligibility
Refresh cadence	Repeat requests at intervals for sticky units	Check buyer declarations, publisher policies and user impact
Lazy loading	No native GPT lazy load detected	Look for custom IntersectionObserver/scroll strategy before flagging
BTF request timing	Ad request occurs long before viewport entry	Assess prefetch thresholds, latency and waste
Sticky placement	Bottom adhesion remains visible during scroll	Evaluate overlap, dismissibility, viewability and UX
Layout stability	Space collapse creates visible movement	Test CLS and reserve-slot behavior

06 | Header bidding, SSPs and identity

CHECK	ILLUSTRATIVE SIGNAL	WHAT IT DOES / DOES NOT PROVE
Prebid.js	Wrapper version and timeout visible	Configuration evidence; not actual win-rate or yield
Amazon APS / TAM	Auction-related network calls present	Indicates observed integration, not contribution
Demand roster	Example partners: Magnite, Index Exchange, PubMatic, OpenX, Sovrn, 33Across	Illustrative only; partner presence varies by page and consent
Inconsistent bidder activity	Bidder A fires on articles but not homepage	Investigate mappings, eligibility, consent and sampling
Auction latency	One request approaches configured timeout	Review timeout settings with bidder telemetry
Identity	SharedID on some templates; other IDs not detected	Non-detection is not proof of non-deployment
Consent	CMP script present; consent state varies	Check behavior across allowed consent choices and regions

07 | Mobile, performance and policy-oriented review

AREA	ILLUSTRATIVE ISSUE / OPPORTUNITY	SAFE NEXT STEP
Mobile formats	Oversized or inappropriate device mapping	Validate rendered creatives and breakpoints
Interactive pages	Heavy third-party request waterfall	Profile representative devices and network speeds
Ad density	Short-form page has proportionally heavy advertising	Review applicable standards and UX; do not infer violation from one ratio
Consent & privacy	Consent signals inconsistent across test states	Request CMP configuration and legal/privacy review
Search experience	Sidebar unit proposed but narrow mobile layout	Pilot desktop-only first; monitor engagement
Video / sticky overlap	Adhesion may obstruct player controls	Test user flows and close behavior

08 | Illustrative finding cards

F-01 | High | Slot definition / container mismatch

Automated signal: GPT slot definitions exceed observed containers on a sample template.

Manual validation: Match slot IDs, DOM and ad requests across reloads; determine whether placeholders are intentionally omitted.

Action: Remove unused definitions or correct lifecycle only after confirming publisher intent.

F-02 | High | Refresh not observed

Automated signal: A refresh interval is configured; repeated ad requests were not detected in one browser run.

Manual validation: Reproduce while viewable and active; examine scroll triggers, timers and policies.

Action: Repair only confirmed misconfiguration; controlled-test incremental yield.

F-03 | High | Intermittent bidder participation

Automated signal: Named bidder requests differ between page templates.

Manual validation: Compare eligible inventory, consent, geo and auction diagnostics.

Action: Resolve unintended missing mappings; confirm impact with bid rate, win rate and latency.

F-04 | Medium | Underused content inventory

Automated signal: Category, search or events templates show few or no ad containers.

Manual validation: Review page intent, traffic, UX and scroll depth.

Action: Test one contextual in-feed or desktop rail placement.

F-05 | Medium | Responsive mapping complexity

Automated signal: Mobile creative sizes appear on desktop-defined units.

Manual validation: Compare rendered sizes, demand and responsive rules.

Action: Simplify only demonstrably redundant mappings.

F-06 | Medium | Lazy-load strategy ambiguity

Automated signal: Native GPT lazy-load API not detected.

Manual validation: Inspect custom observers and request timing before treating as a defect.

Action: Tune thresholds if requests occur too early or late.

F-07 | Medium | API deprecation

Automated signal: Browser console warns of deprecated GPT API usage.

Manual validation: Trace call site and test supported replacement.

Action: Schedule migration and regression testing.

F-08 | Low | Identity coverage differs by template

Automated signal: One ID integration detected only on selected pages.

Manual validation: Check consent, scripts, wrappers and intended audience coverage.

Action: Evaluate consistent activation where lawful and commercially useful.

09 | Prioritized remediation roadmap

PHASE	WORKSTREAM	SUCCESS CRITERIA
0-2 weeks Diagnose	Slot lifecycle, console warnings, refresh reproduction, bidder configuration	Issue reproducible; root cause documented; owner assigned
2-4 weeks Controlled changes	Repair confirmed defects; test lazy-load thresholds and size mapping	No regression in page experience or ad serving
4-8 weeks Yield experiments	Pilot contextual inventory, sticky or viewable refresh where appropriate	Incremental session RPM with stable UX and viewability
Ongoing Measure	GAM/SSP dashboards and experiment reviews	Sustained net yield and documented learnings

10 | Connected revenue analysis: data required

KPI / SOURCE	WHY IT MATTERS
GAM: ad requests, matched requests, impressions	Validate unfilled behavior and eligible inventory
GAM: Active View, eCPM, revenue by ad unit	Check viewability and pricing trade-offs
Analytics: sessions, pageviews, engagement	Estimate per-session rather than only per-impression effects
Prebid / SSP: bids, wins, timeouts, latency	Verify bidder participation and auction economics
Experiment split / consent / device / geo	Avoid attributing seasonal or audience differences to technical changes

Illustrative calculation (not a forecast)

If a controlled test generates 100,000 genuinely incremental monetized impressions at an observed net eCPM of \$1.50, incremental gross ad revenue would be \$150 before any additional costs or cannibalization. This is arithmetic only; it does not predict achievable impressions, eCPM or uplift for XYZ.com.

11 | Final assessment and engagement

This illustrative assessment shows the types of findings that can emerge when automated inspection is followed by careful human verification: ad-slot integrity, template-level inventory, refresh execution, demand coverage, technical configuration, identity signals, loading strategy, mobile experience and connected-data opportunities.

The recommended next engagement is a real, scoped external audit of representative publisher templates, followed where authorized by a connected GAM and bidder review and controlled experiments. Not every check will be applicable to every publisher, and technical observations should not be represented as proven revenue losses.

About Audience Group

Audience Group supports publishers and advertising organizations with advertising operations, programmatic operations, monetization analysis and extended-team execution. Our technology-assisted approach helps specialists investigate technical signals and translate verified observations into practical action.

Important limitations

XYZ.com is a fictional demonstration. All findings, examples, partners, configurations, dates, slot counts, severity labels and revenue scenarios are illustrative. No website was scanned and no financial performance data was accessed to prepare this document. The examples reflect categories found in prior AG client audit deliverables and potential extensions for specialist review; they do not certify that every described check is already automated by AG's current tool. External review cannot establish internal fill, revenue, bidder contribution or achievable uplift without publisher data.

AUDIENCE GROUP | TECHNOLOGY-ENABLED. EXPERT-VALIDATED. RESULTS-FOCUSED.