GROW Sticky Banner

GROW Sticky Banner is an advertisement displayed immediately after entering the website on the bottom bar of the browser screen that appears. It stays in one place as content scrolls underneath until a user dismisses them.

Two modules are an integral part of the advertising product: Ad Wrapper and Ad Content.

. Ad Wrapper

The format works as follows:

- The advertising product is displayed on a parameterized layer, usually in white.
- The advertisement covers the remaining elements of the website (it is visible in the foreground)
- The ad is centered on the layer on which it appears
- The advertising product is available for all types of devices: desktop, tablet, and mobile
- Device recognition follows the browser headers (Device by UserAgent) or the screen width (window.innerWith)
- For the version with checking the format by the width of the screen, it is possible to limit the value to which the Ad Wrapper will be displayed (in pixels)

- The close button is located above the advertisement, normally in the upper right corner of the advertisement
- When closed, the ad collapses, and all elements hideout of the visible area
- After the ad is closed, it cannot be recalled, you need to reload the page to reappear.

- **Ad Content**

GROW Sticky Banner offers access to virtually all traffic from the programmatic area. Serves ads through the Google Ad Manager (GAM) adserver, combining the sources of Google demand (Ad Exchange, AdSense, Open Bidding, Programmatic Guaranteed / Direct, and dedicated SSP platforms in the Header Bidding configuration (prebid.js), and Amazon.

Browser compatibility:

- Google Chrome
- Safari
- Mozilla Firefox
- Internet Explorer (above version 11)
- Opera