

What is viewable managed refresh?

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Also referred to as ad refresh, managed refresh is a tool that publishers can use to gain additional viewable impressions — increasing impression volume, viewability, and potentially, revenue. Essentially, ads refresh after a user has spent a pre-determined amount of time viewing the page that contains it, increasing the number of ads shown to the user. This should produce a higher revenue-per-session for the publisher.

Publishers with their own Google Ad Manager account can now take advantage of Freestar's managed refresh solution to create additional viewable inventory compliant with the policies of Google and other demand partners.

For sites with Freestar's managed refresh enabled, ad slots will refresh after 30 seconds if they are within an active viewport.

Managed Refresh – Version 2 (January 2021)

The second version of Managed Refresh is now available. This update allows publishers to:

- Customize refresh intervals
- Target (or disable) refresh intervals for:
 - specific ad units
 - specific orderIDs
 - all direct campaigns
- Split test for managed refresh vs. not using managed refresh

For version 2, we'll need you to set up your AdX declaration. For instructions, see [this article](#).

To understand if managed refresh is right for you, contact accountmanagement@freestar.com.

For more information on managed refresh, check out our blog entry [Ad Refresh, Reconsidered](#).

For industry insights and information about our product offerings, [check out our blog!](#)

Want to see our products in action? For a demo, fill out a form [here](#).