

we**b**and

Reading World's News



weband.eu

Reading World's News

Industry:
Information (news)

Customer's web-site:
Under NDA



Project's Mission

Service with global world wide news articles with infinite scroll. It allows to always be aware of the latest world events.



Problems

Add monetization of news service. It should not pull more attention than the content of the news itself. And at the same time it should be noticeable to the user. Use well tested and proven methods of monetization.



Solution

Add google ads with the ability to stick on the page during scrolling, add tracking of ad visibility for the user. Lazy loading was used for ads because of infinite scrolling of content. Animation of elements was achieved by using CSS, JavaScript and jQuery.

