Google Web Stories ads now available via Display Network

Google is launching programmatic ad buying for Web Stories in open beta. Until now, Story Ads could only be direct sold by publishers via Google Ad Manager.

Story Ads can be sold programmatically by all publishers using Ad Manager and AdSense. Publishers will just need to add the <amp-story-auto-ads> tag in their Web Stories. Ad serving within Web Stories is handled dynamically "to optimize both user experience and monetization potential," says Google, meaning publishers can't control where the ad slots appear in their Stories.

Initially called AMP Stories, Web Stories are full-screen mobile experiences for publishers to deliver content. They can appear on in Google Search, Google Images and the Discover feed.

Why we care. For advertisers, Story Ads inventory will be available via the Display Network. Google says more demand sources for Web Stories will be coming soon.

About The Author

Ginny Marvin is Third Door Media's Editor-in-Chief, running the day to day editorial operations across all publications

and overseeing paid media coverage. Ginny Marvin writes about paid digital advertising and analytics news and trends for Search Engine Land, Marketing Land and MarTech Today. With more than 15 years of marketing experience, Ginny has held both in-house and agency management positions. She can be found on Twitter as @ginnymarvin.

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