

SAFE® Iteration Review Meetings:  
7 Tips for Success

7 Secrets to a Successful SAFE®  
Iteration Review Meeting Only  
Great Agile Teams Know

7 Ways to Make Your SAFE®  
Iteration Review Meeting a  
Success

7 Steps to a Successful SAFE®  
Iteration Review Meeting

7 Tips for an Effective SAFE®  
Iteration Review Meeting

Which of These 7 SAFE® Iteration  
Review Meeting Tips Could Help  
You?

## 5 FACTORS of VIEWABILITY

Many of the ads served on the web never appear on a screen. But thanks to new advancements, we can now measure which digital ads were actually viewable—on screens. And as advertisers shift to paying for viewable instead of served impressions, it's important to understand what factors affect ad viewability. We explored this by conducting a study of our display advertising platforms, including Google and DoubleClick. Here we size up five factors of viewability—from page position to ad dimensions and more.

**VIEWABLE IMPRESSIONS:** A new industry standard  
A display ad is considered viewable when **50% of an ad's pixels are in view** on the screen for a minimum of one second, as defined by the Media Rating Council.

**Viewability rate:** Percentage of ads determined viewable out of the total number of ads measured.

### 1 State of publisher viewability

A small number of publishers are serving most of the non-viewable impressions. 56% of all impressions are not seen, but the average publisher viewability is 50.2%.

Viewability Distribution Across Domains

### 2 Page position matters

The most viewable position is right above the fold, not at the top of the page.

Most Viewable Position on Page

### 3 ... So does ad size

The most viewable ad sizes are vertical ads. Not a surprise, since they stay on screen longer as users move around a page.

Viewability Rates by Ad Size

Ad Size	Viewability Rate
120 x 240	55.6%
240 x 400	54.9%
160 x 600	53.7%
120 x 600	52.5%
600 x 50	48.2%
300 x 600	46.3%
970 x 90	45.2%
728 x 90	45.0%
300 x 250	41.0%

Popular ad size rates

### 4 Above the fold = always viewable

Page position isn't always the best indicator of viewability. Not all above-the-fold impressions are viewable, and many below-the-fold impressions are.

average viewability rates

Position	Viewability Rate
ABOVE THE FOLD	68%
BELOW THE FOLD	40%

### 5 viewability varies across industries

While it ranges across content verticals, industries, content that holds a user's attention has the highest viewability.

Industry	Viewability Rate
Performance	51.9%
Outdoor Communications	48.8%
Games	48.4%
Apps & Entertainment	48.0%
Real Estate	47.8%
Business & Finance	47.2%
Technology & Electronics	47.1%
Science	46.6%
Health & Fitness	46.4%
Automotive & Logistics	44.8%

Source: Google, "The Importance of Being Seen: Insights for Digital Marketers and Publishers" study, November 2014.

think with Google

<https://blog.hubspot.com/marketing/google-ad-viewability-factors>

# 7 Best Practices for an Effective SAFE® Iteration Review Meeting

**What's an Iteration review meeting?**  
A cadence-based event where each team inspects the increment at the end of every Iteration to assess progress and adjust its backlog for the next iteration.

## Three important functions of an Iteration review meeting

It brings closure to the Iteration timebox in which your team has delivered new value to the business.

It gives your team a chance to show off their contributions and take some satisfaction in their work and progress.

It allows your stakeholders to give feedback on working stories and understand why some weren't completed.

1

### Start with the end in mind

The purpose of the Iteration review is to get feedback on working software functionality, hardware components, and other concerns. During Iteration Planning, start prepping for how you'll demo the stories that your team is committing to.

**Graphic callout??**  
*Minimize the use of slides.*

After updating your Iteration goals, decide who will present and prepare any important findings and results. Send out the invitation and include additional stakeholders who might benefit from understanding the team's progress.

2

### Agree on what to present and when

**Graphic callout??**

*Although Agile Release Train stakeholders may attend, the system demo is usually better suited to their level of interest and detail.*

3

### Keep a one- to two-hour timebox

Keep the Iteration review to one to two hours max. Start the meeting by reviewing Iteration goals and discussing status. Then move on to a walkthrough of all the committed stories, keeping demos short and focused.

Demo each story, including incomplete stories, in a working environment that closely resembles production. Communicate any spikes and verify that the Product Owner has accepted completed stories.

4

### Demo each story

**Graphic callout??**

*Unless there have been significant changes, only provide a quick update on a story that you've already demoed.*

5

### Determine why stories weren't completed

After the demo, your team should reflect on which stories didn't get completed and why. Common reasons include impediments or risks, false assumptions, changing priorities, estimating inaccuracies, and overcommitment.

Use the findings from the Iteration review meeting to learn how to better plan and execute future Iterations. As a Scrum Master, you can learn from this process and get better at removing future obstacles that affect the team.

6

### Use findings to keep improving

7

### Encourage constructive feedback

Ask stakeholders for helpful feedback and use the Iteration review to celebrate accomplishments. If significant stakeholders can't attend, the Product Owner should follow up with them to report on progress and get their input.

**Graphic callout??**

*For teams in flow with continuous delivery and continuous deployment, use the review more as a status-and-feedback session than a detailed, story-by-story review.*

### Learn more about the Scrum Master role in SAFe

Check out the [SAFe Community Platform](#) for more information, videos, and toolkits, and to participate in the Scrum Master Community of Practice.