

# Optimize your mobile site with a responsive ad unit

By switching to responsive ad units, you can expect an increase in CTR and RPM. Create a responsive unit in AdSense, and try the optimization below. For further reference, take a look at this [Help Center article](#).

```
<style type="text/css">
.adslot_1 { width: 300px; height: 250px; }
@media (min-width:340px) { .adslot_1 { width: 336px; height: 280px; } }
</style>
<ins class="adsbygoogle adslot_1"
  style="display:inline-block;"
  data-ad-client="ca-pub-1234"
  data-ad-slot="5678"></ins>
<script async src="//pagead2.googlesyndication.com/pagead/js/adsbygoogle.js">
</script>
<script>(adsbygoogle = window.adsbygoogle || []).push({});</script>
```

## Specify a default ad size

Here, we've specified the default size to be 300x250.

## Adjust ad size based on viewer's screen size

Here, when users view ads from screen sizes over 340px in width, the higher performing 336x280 ads will show.

## Insert publisher ID and ad slot ID

Insert your [publisher ID](#), starting from "ca-pub-", as well as the ad slot ID of the responsive unit you've created.