

# How to deal with responsive web pages

The increasing use of various devices such as smartphones, phablets, tablets, and laptops highlights the importance for publishers and advertisers to adopt a responsive strategy.

The design of a **responsive** website adjusts to the size of the device's browser screen. In contrast, the website's content's readability or interface's usability is not compromised.

**The technology of Adhese can deliver the same creative across multiple devices.** You only need to determine the display resolution in which the creative dimensions will adequately fit. An ad will only be displayed (and counted as an impression) if the ad request is sent from a device that can guarantee the correct delivery of the ad. So, you don't need to create a booking or upload a creative for each different kind of device, manufacturer or browser you'd like to target. However, advertisers can still deliver an optimised creative for each device they want to target separately.

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