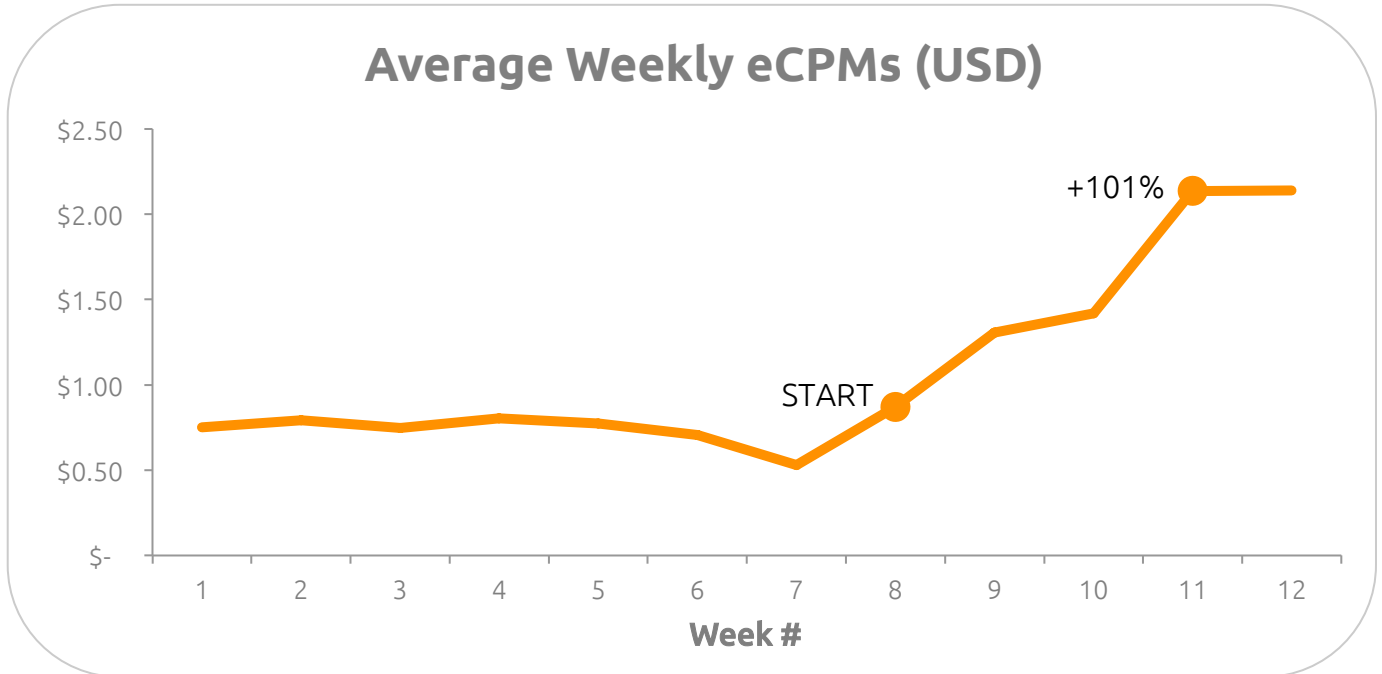


101% Ad eCPM Boost in 4 Weeks

Case Studies > Revenue Optimization



Overview

Website Description: Spanish pet content targeting visitors from Spain and Latin America.

Traffic Profile: Mobile-heavy Latin American and Spanish visitors

Revenue Optimization Strategy: By applying a multi-stage split testing approach we successfully uncovered a winning combination of ad networks, creative sizes, and ad placement types and on-page locations. Further revenue improvement was achieved by leveraging geographic and device-type (i.e. desktop, tablet, and smartphone) variations.

Background

After establishing a baseline page eCPM of \$0.71 during a single month (weeks 3 to 7) we were interested to test the limits of improvement during the subsequent month (weeks 8 to 11). By aggressively split testing we achieved a **101% revenue boost (page eCPM of \$1.43) in 4 weeks** flat.

Being acutely aware of possible seasonal variations typical in Q4 – the testing period of our experiment, we carefully analyzed legacy data and that from similar sites in our portfolio. All signs suggest a minuscule seasonality variation during the experimental period.

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