IndiaCarNews Gears Up for the Next Level with AdPushup

About IndiaCarNews.com
• Automobile Blog
• Live Since: December 2014
• 6M Monthly Avg. Pageviews
• Alexa Global Rank: 12,551
• www.indiacarnews.com

Goals:
• Optimize Page RPM without disrupting visual flow in multiple content formats
• Improve Page CTR
• Optimize impressions for greater viewability

Approach:
• Use AdPushup Intelligent Continuous Optimization Engine to improve CTR and RPM in real-time
• Use AdPushup *In-Content Auto Analysis* module to create and optimize in-content ad units
• Add Google AdX to ad setup for improved CPC

Results*:
• **25% uplift in Page RPM**
• **12% uplift in Page CTR**
• **14% uplift in CPC**

*In 4 months since integrating with AdPushup

Indiacarnews.com, a leading automobile blog, features latest launches, reviews, purchase suggestions, model comparisons, inside-scoops, and FAQs from experienced journalists. With great content and a clean, user-friendly design, the blog has amassed over 6 million average monthly pageviews over the course of a year.

Despite fairly good traffic, IndiaCarNews struggled to increase their RPM without disrupting user experience. They found a way with AdPushup.

The Search for a Definitive Solution

IndiaCarNews had previously been approached by several Google AdSense Publishing Partners. But founder/editor Vikas Yogi wasn't impressed. *"Their idea was to manually try different ads across different locations which, frankly, we could do on our own."*

This was when AdPushup reached out to Vikas and his team with its ad revenue optimization platform.

AdPushup is an automated testing tool powered by a machine-learning algorithm. It optimizes revenue continuously while

accounting for ever-changing online user behavior during content-consumption. **With multiple content formats and hundreds of thousands of loyal readers, user experience was paramount for IndiaCarNews.**

Vikas and his team signed up with AdPushup to work on maximizing their revenue potential without modifying the blog's design or compromising its user experience.

The Balancing Act

AdPushup ensured a seamless integration and provided IndiaCarNews with a dedicated ad-ops team (a Technical Engineer, a Customer Success Specialist, and an Operations Manager) to oversee implementation of new ad units, evaluation, testing, and optimization. Vikas notes, *"The whole process took no more than two hours."*

Rijul Sharma, Customer Success Specialist at AdPushup, says, *"Once the integration was done and we set the baseline, we discovered the core issue. IndiaCarNews, with its fairly good traffic and user-experience, had a decent enough CTR; but their RPM was suffering because of relatively low CPC."*

The team configured AdPushup's intelligent continuous optimization engine to optimize the CTR and RPM in real time. The system uses multi-armed bandit algorithms and learns from on-site page level scanning, Google AdSense data, and self-served repository of over 3 billion ad impressions to optimize revenue in real time.

But the user experience on the website was never compromised.

"IndiaCarNews is a high volume traffic site with multiple content formats that are popular with different audience segments at varying degrees," says Rijul. AdPushup's 'In-Content Auto Analysis' module - a patent pending technology which understands online content formats and automatically creates ad placements within the content without disrupting visual flow - played a key role in balancing user experience with effective monetization.

The team also added Google AdX to IndiaCarNews' existing ad setup to get high CPC ads rolling out on each impression.

> "WE HAVE A COMPETITIVE EDGE FROM BALANCING CONTENT WITH ADS. *WE WANTED TO KEEP IT THAT WAY.*"
>
> Vikas Yogi, IndiaCarNews.com

Credible Results

As of November 2016, in 4 months since integration with AdPushup, IndiaCarNews has seen a steady **25% increase in Page RPM and 12% increase in Page CTR**.

Additionally, in September 2016, IndiaCarNews became one of the first sites to implement AdPushup's APEX model - an advanced site-wide page-level testing model which adjusts traffic in real-time to active ad variants based on their performance to consistently ensure increasing revenue.

AdPushup's continuous optimization and APEX implementation also solved ad latency issues: **resulting in improved ad viewability (8% increase in Active View *viewable* impressions)** and perceived value of ad inventory, thereby opening the doors further for high-paying advertisers to invest in IndiaCarNews.com.

But as mentioned earlier, the optimization was never carried out if it endangered user-experience. "***We found what works for us with our audience at any given point in time***," says Vikas. "***The platform displays ads based on a user's on-site behavior, which will always keep changing***. *So the ads keep changing to maximize revenue, without being displayed to visitors unnecessarily,*".

As AdPushup continues to optimize their revenue, IndiaCarNews team is now directing its resources on increasing site reach and localizing the site for multilingual Indian society. Vikas says, "*In the next 2 years, we want to achieve 25M pageviews per month and launch two regional editions of the website.*"

"AFTER INTEGRATING WITH ADPUSHUP, WE SAW A DEFINITE UPWARD TREND IN OUR AD REVENUE - ALL THANKS TO THEIR HIGHLY COMPETENT PLATFORM AND A COMMITTED TEAM."

Vikas Yogi, IndiaCarNews.com

"WE FOUND WHAT WORKED WITH OUR AUDIENCE AT ANY GIVEN POINT IN TIME."

Vikas Yogi, IndiaCarNews.com

AdPushup is a comprehensive ad optimization platform that helps publishers maximize their revenue through automated ad layout testing and continuous network optimization. The platform combines machine-learning with visual ad management, robust user analytics, and real-time network performance reports to help you get the best yield on every optimized impression. Our proprietary solution, *AdRecover*, helps publishers unlock and monetize their ad-blocked inventory without affecting their visitors' experience.

To get started:

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