

**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 Gears Up for the Next Level 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

“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

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.”**

About AdPushup

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. Also, our proprietary solution, AdRecover, helps publishers unlock and monetize their ad-blocked inventory without affecting their visitors’ experience.