

How IndiaCarNews Grew its Page RPM by 25% with AdPushup's Layout Optimization



Background

Indiacarnews.com is a leading automobile blog, featuring the latest automobile 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.

Website: <https://indiacarnews.com>

Industry: IAB2 (Automotive)

Monthly pageviews: 6 Million

Alexa rank: 12551

The Search for a Definitive Solution

IndiaCarNews had previously been approached by several Google AdSense Publishing Partners. But founding 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 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 UX.

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."

"After integrating with AdPushup, we definitely saw an upward trend in our ad revenue—all thanks to their highly competent platform and a committed team"

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 content formats and automatically creates ad placements within the content without disrupting visual flow—played a key role in balancing UX and monetization.

Credible Results

Within four months of integrating with AdPushup, IndiaCarNews has already witnessed a **25% increase in Page RPM** and **12% increase in Page CTR**. Additionally, 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 ActiveView viewable impressions) and perceived value of ad inventory. 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 able to direct its resources on increasing the reach of their website and localizing the website for multilingual Indian society. Vikas says, "In the next two years, we want to achieve 25M pageviews per month and launch two regional editions of the website."