

CASE STUDY

How ChordU Increased its Clickthrough Rate by 89% Using Automated A/B Testing

BACKGROUND

ChordU is a music website that help users identify and learn chords. The website deploys deep neural network, machine learning, and AI to power its service. Their song database contains millions of songs and ChordU's USP is its high accuracy in chord recognition, ranging from simple to advanced chords.

Website: <https://chordu.com/>

Industry: IAB1-6 (Music)

Monthly visits: 607K

Alexa rank: 16,985

“AdPushup took care of all the ad optimization and testing for ChordU. All we had to do was include a single JavaScript code in our website header. What I like most about them is their focus on product R&D and revenue optimization.

Bitan Sardar, Founder, ChordU

THE CHALLENGES

Bitan, the founder of ChordU, had previously tried Ezoic as its ad revenue optimization partner. After making a move from his existing vendor—who had a complex and time-consuming set up due to its default Name Server implementation¹, ChordU found AdPushup at one of the publisher events in his city.

Bitan's priorities were finding a platform that was easy to integrate and offered better control over his ad units, their placements, and the overall layout.

Apart from having better control over ad layout and the ability to quickly set up A/B tests and access performance data, Bitan also sought a solution that could help him optimize his inventory for better viewability and revenue growth.

To sum up, ChordU joined AdPushup with the ultimate goal of achieving a balance between delivering good user experience and increasing advertising revenue—by placing the right type and number of ads in the right locations, on every page.

DRIVING REVENUE GROWTH DESPITE JANUARY SLUMP

To begin with, the ad ops team at AdPushup created ad layout variations using its Visual Ad Manager². "The account manager studied my site, then came up with ideas for creating different ad layout variations. The setup took a few hours and the tests started gathering useful data within two days. I was then able to make changes to my ad layout based on the performance," says Bitan.

Being a music-based education website, ChordU witnesses a high time-on-site, as users browse through songs and take their time to study the chords. To capitalize on this, AdPushup set up ActiveView Refresh Ads³, a refresh solution that increases the number of ad impressions served per session, while accounting for ad viewability and user engagement signals on the page (click, scroll, etc).

After witnessing the highest revenue growth within the first four months of deployment, ChordU had a case of January slump, which led to a temporary fall in its ad revenue. Anticipating that this may happen, the ad ops team was already working on remedial action. "Given that advertiser budgets are low in January, we decreased the floor price and increased the pool of advertisers willing to bid on ChordU's inventory." says Shubham Grover, Product Specialist at AdPushup.

Lastly, AdPushup found that the BTF ads on ChordU were adding to page latency. Hence, the team configured lazy loading to prevent them from rendering until they reach the device viewport. "AdPushup provided a strong competitive advantage to us by implementing lazy loading and ad refresh on my website." added Bitan.

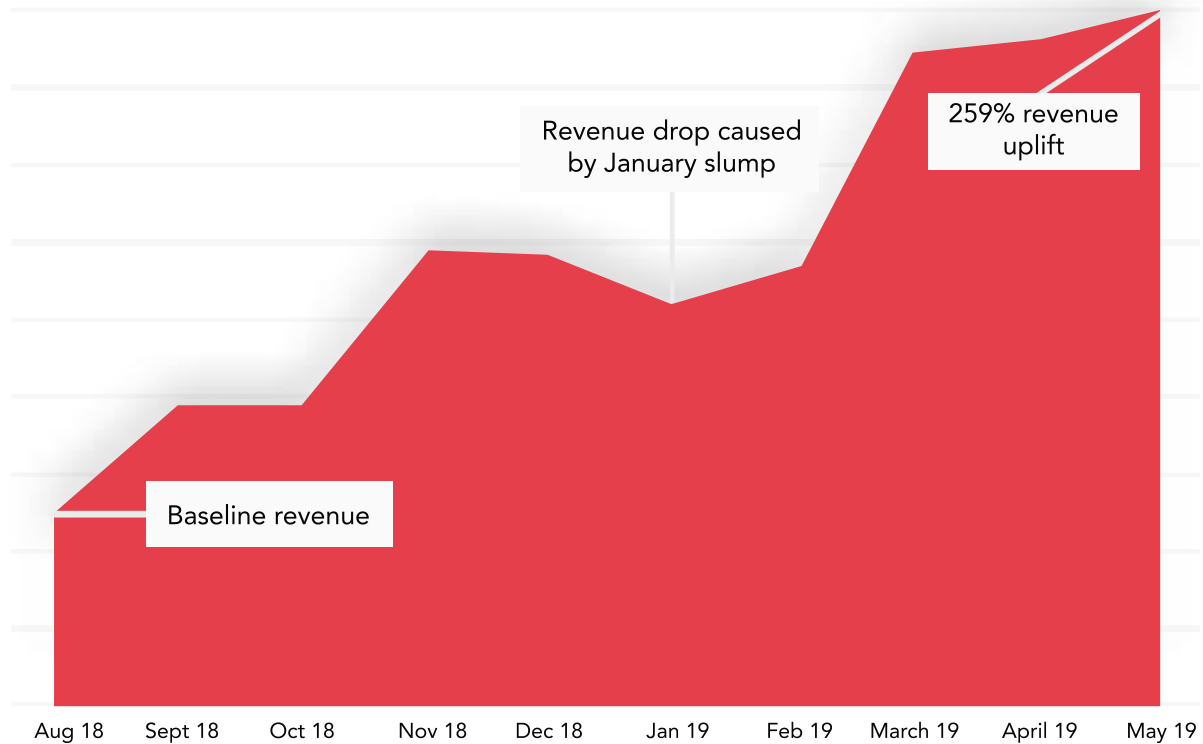
¹AdPushup uses JS-based integration

² Point-and-click tool for ad layout creation

³ Shows a different ad set every time a user session exceeds the predefined time interval

THE RESULTS

With all the aforementioned optimizations, ChordU was able to increase its revenue by 259% in ten months. During this time, the site noted a 166% increase in page views. However, a 33% uplift in the Page CPM driven led to a higher-than-expected revenue growth—even after accounting for the growing traffic. ChordU also achieved an 89% uplift in ad clickthrough rate during this time period. Bitan says, “After using AdPushup, I can say it brought peace of mind for me. It's where my hunt for a better partnership ended.”



AdPushup was formed in 2014 with a simple idea: While A/B testing was getting popular, no one was using it to optimize publisher-side ad layouts. Our founders built a prototype to get proof-of-concept, which resulted in double-digit revenue growth for our first website. We're a Microsoft Ventures backed startup, an IAB member, and winner of the NASSCOM Emerge 50 award. Today, we serve and optimize over 4 billion monthly ad impressions for our 300+ niche publishing partners. For more information, contact us on sales@adpushup.com.

