

How AdPushup Helped TechApple Drive a 77.4% Uplift in ActiveView Impressions



Background

Techapple.net covers news, tips, and reviews on all things tech for a loyal base of Indian and global visitors. The site monetizes its content and its predominantly mobile audience with sponsored reviews and display ads. TechApple sought a sophisticated solution that would sustainably optimize ad revenue in face of fluctuating traffic while requiring minimal tinkering.

Website: <http://techapple.net/>

Industry: IAB19 (Technology & Computing)

Monthly pageviews: 300,000

Alexa rank: 36646

The Challenge

TechApple's founder/editor Chaitanya Patel wanted to grow their website the right way—by improving impression quality, without IVT (invalid traffic), and with a strong focus on UX. “We didn't want to jack-up our impression-count overnight—We had already lost significant traffic to ad blockers and our own attempt to force ads on them. What we were looking for was a way to monetize our existing impressions more effectively. Unlike third-party audience sources, that's something we could get behind,” says Chaitanya.

TechApple team discovered AdPushup's automated layout testing tool. “We were looking to optimize ads and were keenly interested in the product and concept of AdPushup,” he says. TechApple signed up with AdPushup to meet the following objectives:

- **Maximize yield** on an impression level.
- **Optimize impressions for viewability** without introducing advertising clutter on site.
- **Maintain and enhance** site user experience on mobile and desktop.

UX, Viewability, and Yield

With AdPushup's ad layout optimization tool, TechApple promptly began experimenting with ad layouts on mobile and desktop. “It was basically one-time install and go. The product is self-learning and we didn't need to oversee further optimization,” says Chaitanya.

Abhinav Choudhri, Senior Account Manager at AdPushup, explains the ops side, “We started off with restoring the UX (previously damaged due to an anti ad block solution) and resolving AdSense compliance issues.”

AdPushup ops team then created **custom ad layouts** for targeted audience segments to optimize user experience in real-time. Next, the team configured AdPushup's *In-Content Auto Analysis Module*¹ for automated ad placements at in-content positions without disrupting the flow of content for mobile and desktop users.

Granular ad controls enabled TechApple to **block ads on selective website sections**.

The ops team also implemented advertising labels to distinguish ad creative from content per IAB guidelines and began testing contextual link ads on TechApple.net. Finally, TechApple used *AdRecover*² to run unobtrusive ads per 'Acceptable Ads' guidelines unlock and monetize impressions with Adblock-enabled audience without damaging site user experience.

“AdPushup helped increase our revenue through automatic ad layout testing. Our UX has gotten better due to dynamic placement—a feature you don't find in ad insertion plugins on WordPress”

The Result

Working with AdPushup, TechApple has seen a steady **41% increase in Page RPM**, **94% increase in Page CTR**, and **77.4% increase in ActiveView viewable impressions**—which indicates significant improvements ad viewability and perceived value of ad inventory. AdPushup's continuous testing and optimization was never carried out at the cost of user experience. “We found no adverse impact on our user experience. In fact, we have seen it improve due to dynamic placements and non-invasive, asynchronous code,” says Chaitanya.

¹ A patent-pending technology that learns page schema and automatically inserts ads without disrupting the visual flow of content

² Our pro-user ad re-insertion technology