CASE STUDY

California Based Publisher All Garage Floors Achieves 1.8X Revenue Uplift With AdPushup's Managed Solution

BACKGROUND

All Garage Floors is an informational website about garage flooring options. Created in 2012, it is a go-to resource for consumers looking for product advice and recommendations in the flooring and home improvement niche. The website publishes information about repairs and DIY projects, alongside product reviews.

Website: allgaragefloors.com
Industry: IAB 10-7 (Interior Decorating)
Monthly visits: 76.80K
Alexa rank: 187,186 (US)

I now worry less about keeping up with the constantly changing digital advertising landscape, knowing that AdPushup is doing that for me. They have allowed me to focus more on what I do best—creating great content for my readers and expanding my audience.

Shea Walker, Founder and
Chief Editor, All Garage Floors

PUBLISHER GOALS

Shea, the Founder and Chief Editor of All Garage Floors, was single-handedly managing his website content and ad monetization with Google AdSense. While the website did see some success, the publisher, who was more focussed on developing content and generating traffic, was struggling to cope with the operational dynamics of AdSense.

While researching for a solution that could help him improve ad performance, Shea evaluated multiple ad optimization platforms, however, he never gave them a try due to lack of product compatibility in meeting his specific requirements.

"I did explore a lot of platforms, but never gave them a try. No one that I came across at that time was running a platform similar to AdPushup," says Shea. After discovering AdPushup through a blog post on an online forum, Shea reached out to the AdPushup team with his challenges and goals. Shea signed up with AdPushup with the following objectives:

→ Stabilize declining revenues with existing AdSense platform
→ Create more time and bandwidth for content strategy and development
→ Optimize existing ad layouts with proven ad ops expertise

SOLUTIONS IMPLEMENTED

AdPushup's setup for All Garage Floors was up and running in an hour and Shea was determined to test ad layouts on his own. Soon, he was assigned an account manager to expand the scope of layout testing. "I was assigned a representative to set up the layout to my liking and tweak performance settings," says Shea.

Upon analyzing the website, the AdPushup ad ops team concluded that All Garage Floors, with its healthy time-on-site, was a good fit for **ActiveView Ad Refresh***. Doing this helped counteract the revenue decline in AdSense, by increasing total impression requests generated and session-level revenue.

From the beginning, Shea wanted to improve his revenue performance without getting into advanced inventory management. To facilitate this, AdPushup took complete control of all ad operations. Next, the team configured **Managed Header Bidding†** to drive better CPMs via premium demand partnerships.

AdPushup also helped All Garage Floors switch from Google AdSense to AdX— Google's premium ad exchange that has the world's largest pool of premium advertiser demand, but is difficult for publishers to access. "Letting AdPushup administer and set up Google AdX was the best decision I ever made," he added.

*ActiveView Ad Refresh helps publishers grow their session-level revenue without harming the website's user experience or negatively affecting its ad viewability score

†Managed Header Bidding is AdPushup's fully-managed solution built on top of Prebid.js, featuring API-based automation, unified reporting, and out-of-the-box demand partnerships

RESULTS DELIVERED

The combination of using AdPushup's ActiveView Ad Refresh and Managed Header Bidding together, further optimized by Automated Ad Layout Optimization, drove an overall 186% uplift in ad revenue within five months for All Garage Floors.

During this period, the website witnessed a 120% increase in its traffic. Capitalizing on that growth, the ad refresh system had a multiplier effect on the total impression requests generated, resulting in a 136% increase in ad impressions served. Shea found that his Page RPM had also increased by 60% in first three months of using AdPushup.
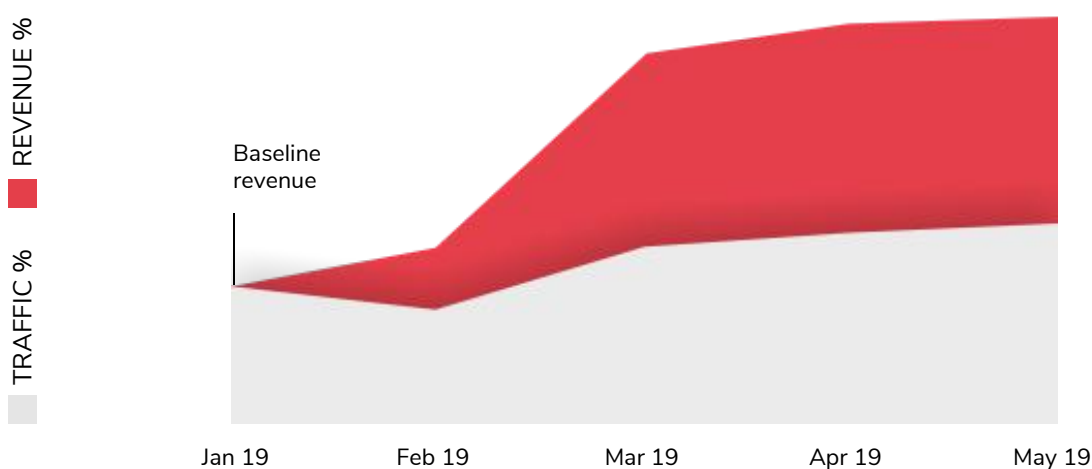

FIG 1: COMPARISON OF REVENUE GROWTH AGAINST TRAFFIC

AdPushup was formed in 2014 with a simple idea: While A/B testing was getting popular, no one was using it to optimize ad layouts. Our founders built a prototype to get proof-of-concept, which resulted in double-digit revenue growth for our first website. Today, we optimize billions of impressions every month for our 300+ publisher partners. We're a Google Certified Publishing Partner (GCPP), backed by Microsoft Ventures, and members of IAB and TAG. For more information, write to us at *sales@adpushup.com*.