

CASE STUDY

Technology Portal GeeksForGeeks Increases Monthly Ad Revenue by 306% with AdPushup

ABOUT THE PUBLISHER

GeeksForGeeks is a go-to web portal for learning computer science and technology. Founded in 2009, the site hosts one of the web's biggest library of courses on topics such as, programming, data science, and web technologies, along with interview training material for GATE & ISRO.

Website: [geeksforgeeks.org](https://www.geeksforgeeks.org)

Industry: IAB19 (Tech & Computing)

Monthly visits: 34.70M

Global rank: #1,772

The technical support provided by AdPushup is pretty good. Lakshya, our Account Manager has also been really helpful with the implementation of the technology on our site, along with the overall optimization of ad revenue for GeeksForGeeks.

— Shikhar Goel
Software Engineer, GeeksForGeeks

GOALS AND CHALLENGES

The publisher was making decent ad revenue with Google AdSense. They also had access to Google AdX, but had limited expertise for optimization.

The publisher wanted to expand the scope of monetization beyond AdSense, especially with header bidding, and better utilize their Google AdX seat, to ultimately grow their ad revenue. After testing a few ad tech vendors, GeeksForGeeks chose AdPushup as its long-term revenue optimization partner.

"We wanted to implement header bidding to improve revenue. To achieve that, we worked with other solutions as well, but the payment process was always cumbersome," said Shikhar.

GeeksForGeeks on-boarded with the following goals:

- Implement header bidding
- Optimize Google AdX configuration
- Diversify revenue sources beyond Google AdSense

SOLUTION DEPLOYMENT

GeeksForGeeks' clear focus was to grow advertising demand and deploy monetization solutions beyond AdSense.

To get started, AdPushup's ad ops team did a thorough inventory analysis for GFG, and based on the learnings, implemented hybrid header bidding[^], including Google's Open Bidding. "The process was pretty simple. It took AdPushup only a few days to finish their setup on our website," added Shikhar.

Next, to create an incremental revenue stream, the team at AdPushup configured Active View Ad Refresh^{*}, which was not possible with AdSense.

GeeksForGeeks' high time-on-site made it a good fit for time interval-based ad refresh per active user session.

"Given the traffic quality was quite high, we discovered a lot of scope for demand optimization for GeeksForGeeks. We introduced multiple levels of auctions through hybrid header bidding and Active View Ad Refresh," said Lakshya, Account Manager at AdPushup.

Finally, AdPushup's team also enabled bid caching on top of ad refresh, with the intent of driving up the bid values on GFG's inventory by partners each time an ad refreshed auction took place.

[^]Hybrid header bidding is part of AdPushup's fully-managed wrapper built on top of Prebid.js, which features client-side and S2S bidding, API-based automation, unified reporting, and out-of-the-box tier-1 demand.

^{*}Active View Ad Refresh helps publishers grow their session-level ad revenue by growing ad impressions served, without harming the website's user experience or negatively affecting the ad viewability score.

RESULTS

GFG organically increased its pageviews by 125% in 2020. However, with all the optimizations in place, it registered a 231% rise in its average monthly ad revenue within a period of four months compared to the older AdSense-only setup. AdPushup was also able to increase Page RPM by 103%, even while there was a drop in pageviews at the time.

“AdPushup generated more revenue in the first month of 2020 for GeeksForGeeks than the combined Q4 earnings of 2019, despite the latter being historically the highest earning period for publishers due to high ad spend,” added Lakshya. In the time that GeeksForGeeks has worked with AdPushup, our exclusive demand stack contributed to 58% of the total revenue, while Google AdX covered the remaining 42%.

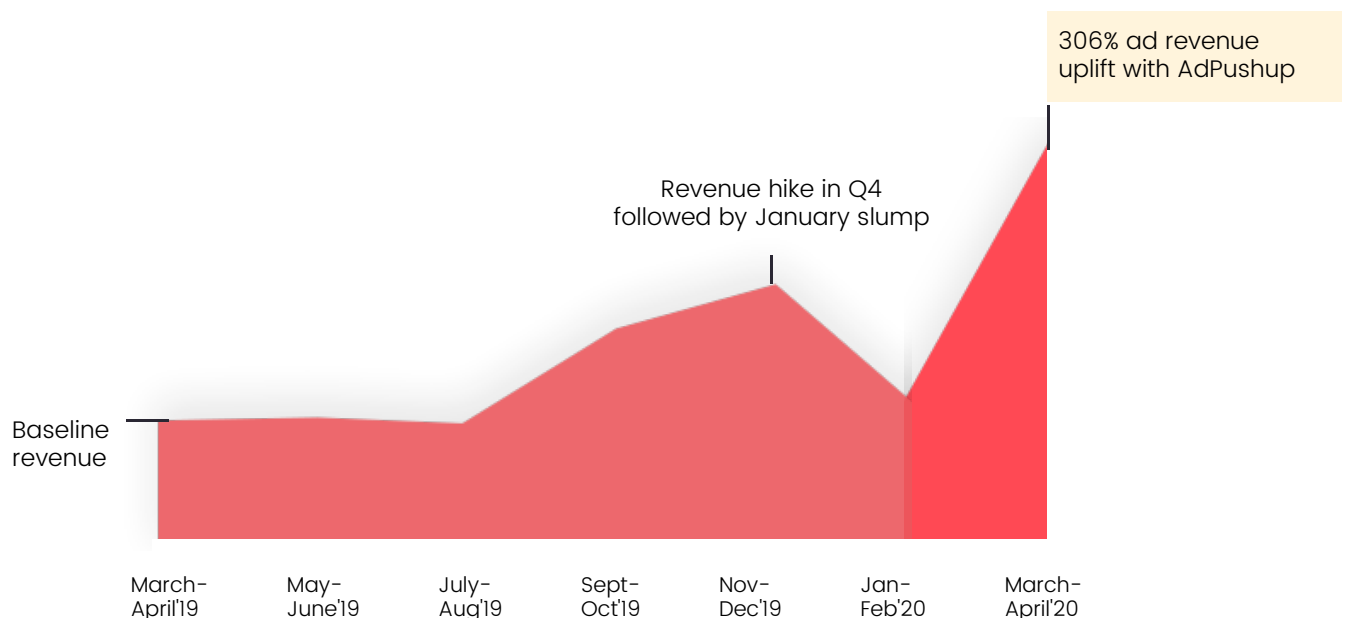


Fig 1: MoM ad revenue growth comparison between GFG on AdSense (March 2019 to Feb 2020) Vs. GFG on AdPushup (March & April 2020)

AdPushup was formed with a simple idea: While A/B testing was getting popular, no one was using it to optimize ad layouts. Our founders built a simple prototype, which resulted in double-digit revenue growth for our first publishing partners. Today, we optimize 4B+ monthly ad impressions for 300+ publishers. We are a Google Certified Publishing Partner (GCPP), backed by Microsoft Ventures, and members of IAB & TAG. To know more, write to us at sales@adpushup.com

