

BATTLEMETRICS **CASE STUDY**

BattleMetrics is a premium publisher in the Gaming vertical, attracting appr. 3M monthly visits with a reliable service for online multiplayer game server administrators and players.





BATTLEMETRICS FROM ZERO TO HERO

The Beginning

- ☆ Like most online publishers, BattleMetrics started off using just AdSense.
- ☆ However, earnings from display weren't publisher's main focus as the website's revenue was coming mainly from subscribers.

Joining PubGalaxy

- ☆ In August 2017, BattleMetrics decided to test PubGalaxy (keeping the AdSense management out of the deal)
- ☆ The Results: **186% revenue increase** (Q1 2017 vs Q1 2018)

Monthly Revenue Development



- ☆ Performance proved to be outstanding, so the partnership expanded over time.
- ☆ In March 2018, BattleMetrics decided to entrust PubGalaxy with their entire traffic, so PubGalaxy could fully maximize the website monetization
- ☆ With header bidding in place (contributing to apprx. 34% of BattleMetrics revenue) and PubGalaxy's expertise in optimizing performance, it didn't take long until the results for BattleMetrics were evident.

The Results:

- ☆ PubGalaxy Premium vs AdSense only = **325% revenue increase** (May-July 2017 vs 2018)
- ☆ PubGalaxy Premium vs PubGalaxy Essential = **63% revenue increase** on average

Revenue Growth: PubGalaxy vs AdSense





BATTLEMETRICS

PAGE RPM DEVELOPMENT

While publisher revenues depend heavily on traffic, page RPM is a metric, which clearly shows the value added by PubGalaxy. Here's how much page RPM increased for BattleMetrics when partnering with PubGalaxy, compared with the numbers with AdSense only.

The Results:

- ☆ PubGalaxy Essential vs AdSense only: **164%** page RPM growth (Q1 2017 vs Q1 2018)
- ☆ PubGalaxy Premium vs AdSense only: **173%** page RPM growth (May - July 2017 vs 2018)
- ☆ PubGalaxy Premium vs PubGalaxy Essential: **27%** page RPM growth on average

Page RPM growth: PubGalaxy vs AdSense



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