

# CASE STUDY: fotor<sup>®</sup>

Fotor.com is a premium publisher, attracting appr. 9.5M monthly visits through their outstanding online photo editing suite.



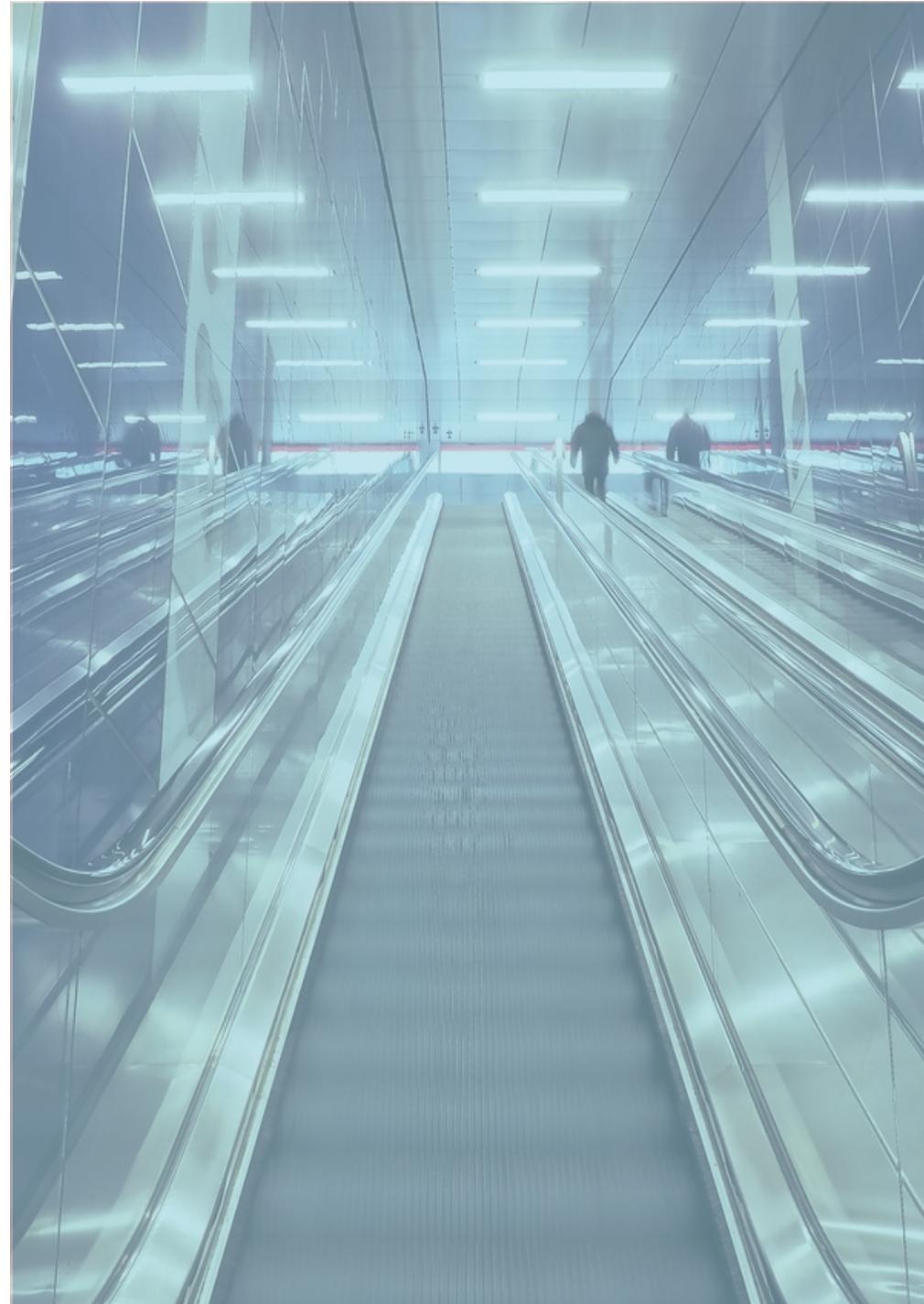


# BUILDING TRUST

Fotor.com started monetizing its inventory via PubGalaxy at the end of 2014. Due to the steady growth in revenue, it was easy to build trust in PubGalaxy's expertise. PubGalaxy advised on various aspects of the ad monetization industry trends and counseled on optimizing Fotor's ad layout. This included ad spot and size optimizations and real-estate utilization, leading to 24% growth in RPM.

# GOING PREMIUM

The outstanding results that Fotor saw throughout the partnership allowed them to gain confidence and entrust PubGalaxy with their entire traffic, which was managed exclusively by a third party before that. The result that Fotor saw was that the achieved **RPMs** were **88.5% higher** than the committed.



# THE RESULTS

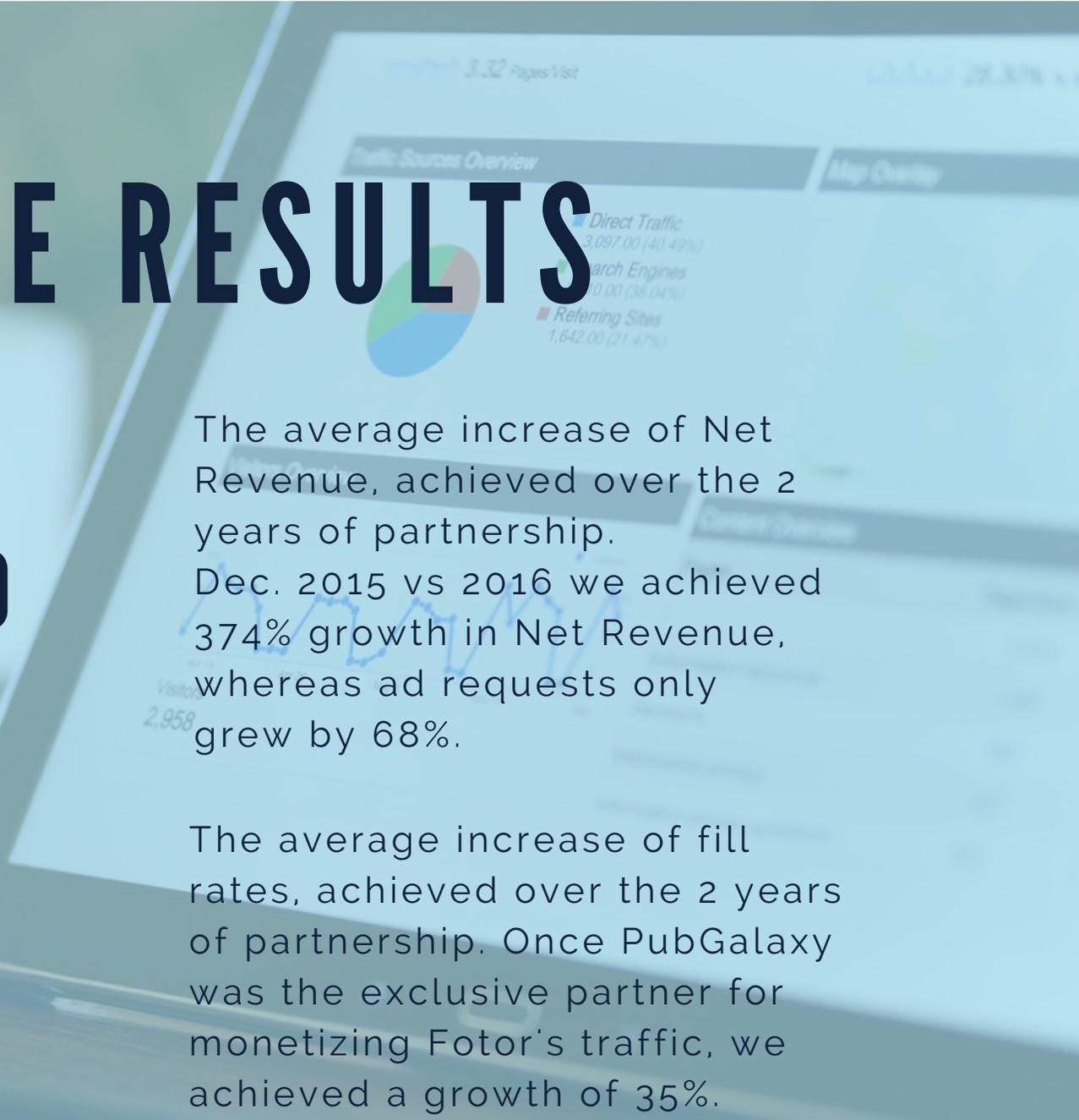
59%

The average increase of Net Revenue, achieved over the 2 years of partnership.

Dec. 2015 vs 2016 we achieved 374% growth in Net Revenue, whereas ad requests only grew by 68%.

10%

The average increase of fill rates, achieved over the 2 years of partnership. Once PubGalaxy was the exclusive partner for monetizing Fotor's traffic, we achieved a growth of 35%.



A background image showing a close-up of a person's hands holding a professional camera. The person is wearing a watch on their left wrist. The image is slightly blurred, focusing on the camera and the person's hands.

## The Feedback

*"PubGalaxy has aided us in monetizing, maximizing our revenue and streamlining a number of processes. With great performance and excellent support, PubGalaxy is highly recommended."*

Connie Lin, Fotor



GET IN TOUCH WITH  
US TO DISCUSS  
HOW WE CAN HELP  
YOU GROW YOUR  
BUSINESS!

**PubGalaxy**

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