

CASE STUDY: notícias automotivas



NoticiasAutomotivas is a premium publisher from Brazil, attracting appr. 2M monthly visits with news from the automobile industry.



LAYING THE PARTNERSHIP FOUNDATIONS

NoticiasAutomotivas started monetizing their inventory via PubGalaxy at the end of 2016.

We noticed opportunities for optimization and improvement of the user experience, so we suggested layout revamp. In our mobile-first world, to reach the full potential of the property, it is crucial to have a great mobile website.

THE PREMIUM EXPERIENCE

PubGalaxy Premium is all about making the life of publishers easier: we take care of all ad monetization needs, provide strategic consulting and make sure that yield is maximized.

NoticiasAutomotivas needed a revamp of their desktop & mobile layouts. Our experts mapped the mobile equivalents of the desktop units and implemented several UX improvements.

Ad spot numbers were decreased and rearranged to achieve higher ad viewability and increase inventory value.

Additional AMP (Accelerated Mobile Pages) ad space was introduced along with further optimizations for mobile.



THE RESULTS

57%

Increase in Net Revenue Per Mille (mille = 1000 impressions) for desktop.

24%

Increase in Net Revenue Per Mille for AMP.

54%

Increase in total Net Revenue Per Mille after going Premium.

The Feedback

"PubGalaxy has been consistently offering great support and new opportunities for a greater revenue every month."

*Eber do Carmo
Founder of NoticiasAutomotivas*

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