

*Pub*Galaxy & ADSENSE

A TALE OF TWO WORLDS



This book aims to help publishers understand better the different performance metrics and revenue models in website monetization. We take a closer look at the differences between AdSense and PubGalaxy and how the two worlds can be bridged together.

UNDERSTANDING PERFORMANCE METRICS

CPC = **C**ost-**P**er-**C**lick = the amount you earn each time a user clicks on your link

CPC is usually higher than CPM, as it requires interaction by the user. On the other hand, with CPM you get paid for every impression.

CTR = **C**lick**T**hrough **R**ate = the percentage of impressions that led to a click

CTR and fill rates are closely linked to CPC and CPM. If you have high CTR, even a mediocre CPC can bring you great results. In the same way, in CPM-based models you don't need 100% fill rate to achieve maximum yield if you get high CPMs.

In **CPC-based** models, such as in AdSense, you can achieve very high fill rates (above 90%), but your revenue depends on the user engagement with the ads (your CTR).

CPM = **C**ost **P**er **M**ille (from Latin mille - 1000) = the amount you earn for 1000 ads shown on your website.

Fill Rate = number of delivered ads / number of ad requests

In **CPM-based** models, your revenue depends solely on the number of ads displayed on your website and can be optimized through **price floors** (a predetermined minimum price for 1000 impressions).

HOW CAN I COMPARE PERFORMANCE WITHIN DIFFERENT MODELS?

There is one metric that can help you compare performance between CPC and CPM-based models and this is RPM.

RPM = **R**evenue **P**er **M**ille (mille = one thousand impressions) =
(Estimated earnings / Number of page views) * 1000

IMPORTANT NOTE:



RPM rates can be reported at different levels - page RPM (most common), ad request RPM, ad RPM, ad session RPM. You should always be careful to compare metrics at the same level. For example, ad RPM can be compared to CPM as they are both at the ad unit level.

Ultimately, your goal should be to maximize your revenue and that's why we recommend that you always look at your total revenue before making decisions, as sometimes comparing metrics between platforms can be tricky or misleading.

UNDERSTANDING PLATFORM SPECIFICS

AdSense

PubGalaxy

DEMAND
POOLS

The competition for your ad spots is solely from advertisers within AdSense.

You get access to multiple demand sources through a single platform. This means that more premium advertisers compete for your inventory.

AD
FORMATS

Limited types of ad units that you can choose from.

A broader variety of standard and custom ad units.

SETUP &
MAINTENANCE

Self-service platform. You are fully responsible for the selection and correct implementation of ads.

Publishers have a dedicated account manager who can advise you on selecting the appropriate ad sizes and formats for your pages. Tags for ad implementation are issued based on your needs.



IS IT A "ONE OR THE OTHER" CHOICE?

Not really. Depending on your website specifics, a different ratio of CPC/CPM ads may be right for you. Here's where PubGalaxy can help tremendously - optimizing your setup for maximum combined revenue.

Our yield experts can do the analysis for your property, determine which units will bring more value through CPM ads and set price floors above your current AdSense rates. CPM floors ensure that only higher-paying campaigns would be served.

To achieve maximum yield, you can combine PubGalaxy with AdSense, while keeping your direct sales (if any). We can help you achieve the fine balance between the correct price floor and fill rates, with the ultimate goal to maximize your total revenue.

OUR FORMULA FOR SUCCESS



[Get in touch with PubGalaxy](#) for a test on your property to discover what you can achieve.