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CASE STUDY:

SegmentNext is a premium publisher in the Gaming vertical, attracting appr.
5.4M monthly visits with news and updates from the world of online gaming.

THE CHALLENGE: FINDING THE RIGHT MONETIZATION PARTNER

The Requirements:

☆ Great ad performance

☆ Preserve the high level of user experience

☆ One partner that serves all display monetization needs of the publisher
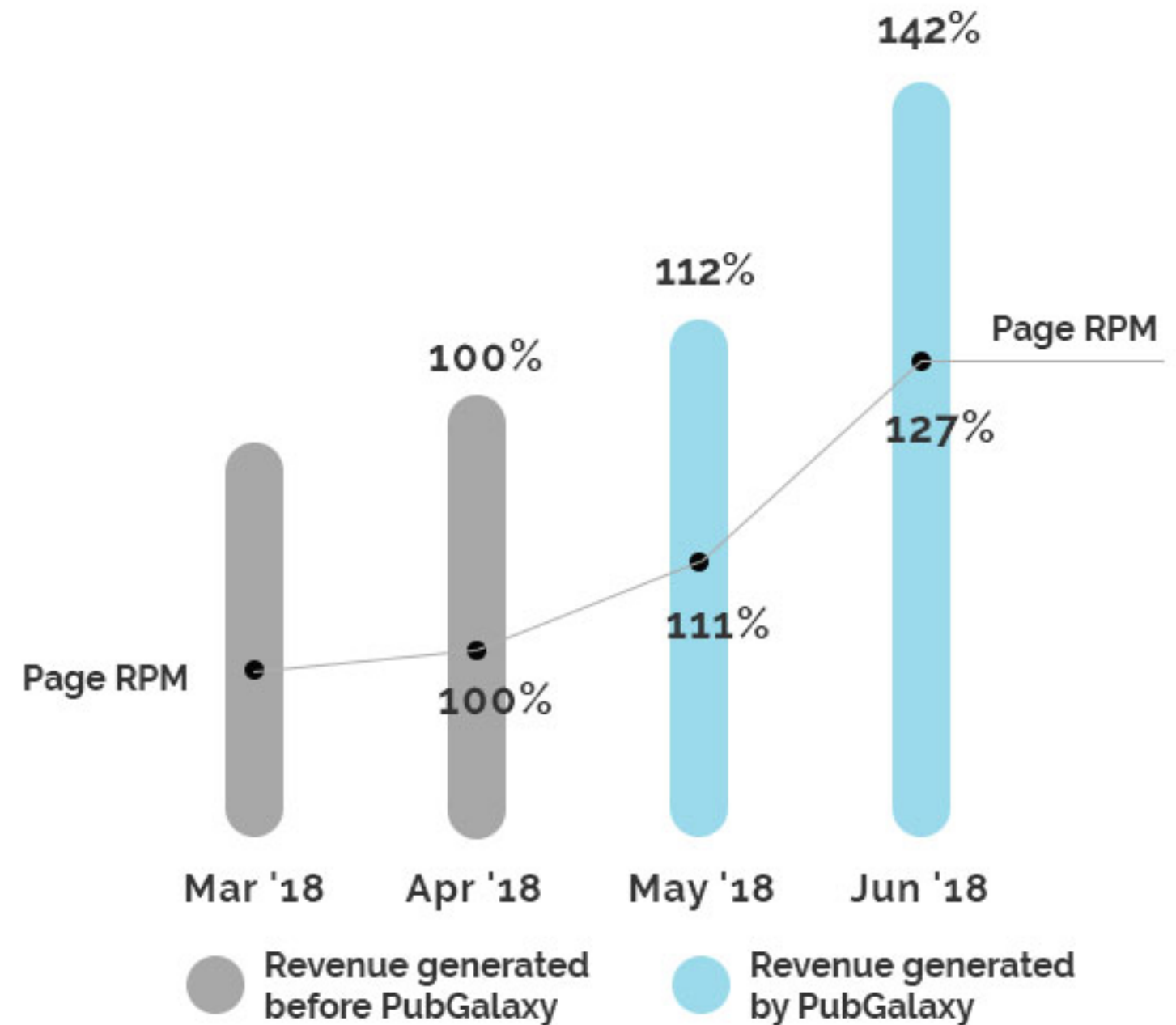
The PubGalaxy approach:

☆ Complete yield analysis performed to establish room for improvement.

☆ Getting to know the website specifics in detail to be able to provide a balanced setup that truly adds value. We optimize not only for performance, but we also take into account factors like viewability and load times, thus ensuring great UX, advertiser value, as well as the long-term sustainability of the business.

☆ PubGalaxy Premium Service: a dedicated team to take care of all aspects of advertising for the publisher, taking display monetization completely off his hands.

PubGalaxy

PERFORMANCE:
BEFORE PUBGALAXY VS. PUBGALAXY

Before moving monetization to PubGalaxy, SegmentNext was working with another partner. Here's how performance changed after the PubGalaxy yield experts took over:

☆ Page RPM up by 27% in only 2 months

☆ Monthly Revenue up by 42%

☆ CPM grew by 56% in the same period

☆ During the four months being compared, there was no significant change in pageviews.

142%

112%

100%

Page RPM

127%

111%

100%

Page RPM

Mar '18   Apr '18   May '18   Jun '18

● Revenue generated before PubGalaxy

● Revenue generated by PubGalaxy

Further optimizations are due in the coming months and we are always looking for new ways to increase publisher earnings.

PubGalaxy

Premium is all about walking that extra mile to understand the publisher's specifics and tailor the approach to maximize revenues. Our yield managers took their time and tested numerous optimizations to find the best fit for SegmentNext.

OPTIMIZATIONS, OPTIMIZATIONS, OPTIMIZATIONS

☆ Plugged all major header bidding providers.

☆ Tested for optimal floors to boost performance.

☆ Tested for best timeout periods: we want that loyal audience growing, so we are always careful about preserving the optimal UX.

☆ Introduced a new targeting geo, the European Economic Area, in order to comply with GDPR requirements.

☆ Optimized header bidding and tag integrations by geo and platform at a very granular level.

☆ Further to the general optimizations, we also introduced a few tools that bring incremental revenue to the publisher, such as video ads from whitelisted advertisers.

PubGalaxy

"If I had to choose one word to describe our partnership, it would be transparency. We were in constant contact with PubGalaxy on and off for the last two years and in 2018, we finally took a leap of faith and we are glad that we did. PubGalaxy Premium partnership is great for a publisher of our size due to the constant communication that leads to continuous improvement."

Zawad Iftikhar - CEO at Aksile Media

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