AdSparc⚡

Australian Publisher Increases Revenue By 69% in Q2 with AdSparc AMP Monetization Tech

The Publisher is a popular Australian website for a mature and wealthy audience, serving several million impressions per month

Previous AMP monetisation solution: monetisation via Google AdX demand and only standard IAB units (300 x 250). No competition via Prebid

Problem definition: AMP pages are a critical piece for the Publisher to attract mobile users via Google Search, but monetisation of AMP inventory fell behind compared to web

Requirements: Significantly increase AMP revenue without additional investment from the Publisher team & ensure AMP monetisation is ready for the Google Core Web Vitals update

AdSparc Solution Implemented:
- Unique Prebid server-side header bidding to add a full spectrum of bid competition from tier 1 SSPs
- Automatic Floor Optimisation to ensure optimal monetization for each impression
- In-view optimisation to increase viewability and eCPM
- Addition of exclusive ad units: Flying Carpet and Sticky

Results in Q2 compared to Q1:
- A **12% increase in viewability** with in-view optimization
- Auto-floor function increased request **eCPM** by **124%**
- Ad refresh & additional ad units increased **total imps by 381%**
- Increase in competition as non-adx demand contributed **more than 60%** of the total income
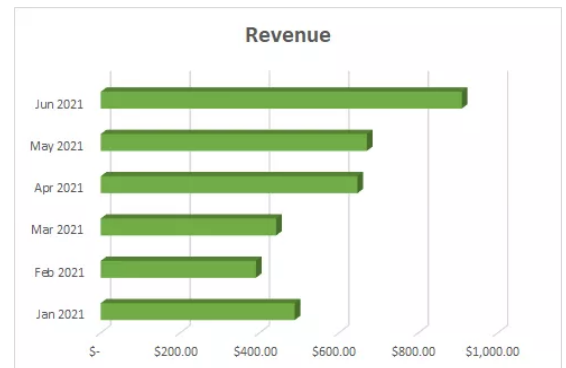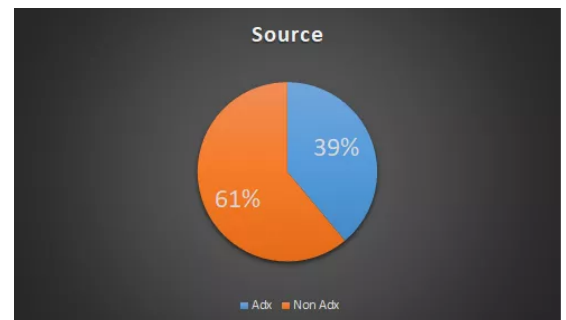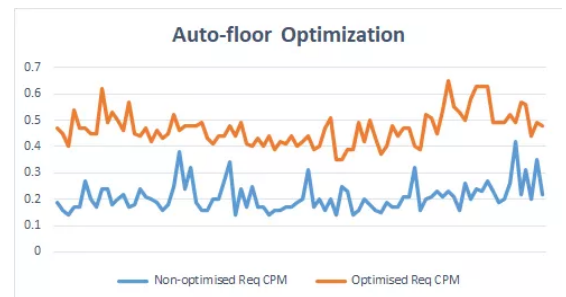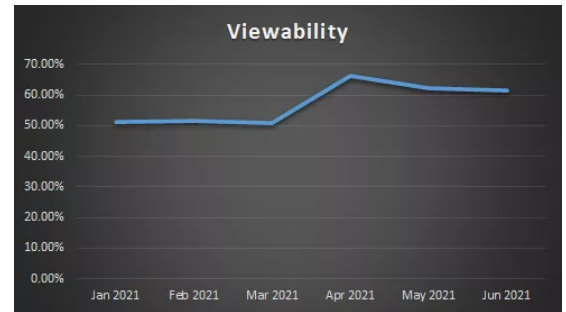
AMP Revenue Increase in Q2 (AdSparc AMP Tech) **compared to** Q1: **69%**