TOP
5 TIPS
to increase your website's revenue in 2021

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Switch From Adsense To Adx & Open Bidding Is A Must

⚡ Maximize demand for each ad request

⚡ Minimize the latency

⚡ Amplify transparency & unified payments

⚡ Enhanced reporting & analytics

⚡ Multi-level inventory hierarchy with Google Publisher Tag

⚡ Use Adsense as default demand to catch non filled

- AMPHTML ads are 6x faster
- Higher conversion rates
- Additional visibility in Google Search Results
- Core Web Vitals compliant

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- Video has a better ROI than static imagery
- Up to 5x boost in RPM by replacing image with video unit
- 78% of people watch online videos every week & 55 % view online videos daily.
- Use a video player that's compatible with all environments - standard web, AMP and App
- Make sure the player is compatible with Header bidding via Prebid to maximize revenues.
- Use prebuilt video content or on the fly context video creation tools - Instream Video has higher demand

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- ⚡ Reduced page latency
- ⚡ Additional revenue
- ⚡ Less intrusive
- ⚡ Higher viewability
- ⚡ High demand from Advertisers
- ⚡ Find a provider that has the ability to add your own direct demand in addition to programmatic demand
- ⚡ Make sure you can fully control the ad units

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Tryout Various Ad Placement Positions

⚡ Identify better engaging placements

⚡ Optimize for better revenue

⚡ A/B testing is a must

Adsparc's Holistic Approach For Optimum Revenue

High yielding non-intrusive ad-units - video, out of page and standard ads

Ad layout optimization, header bidding, automated floor optimizations, in-view ad refresh & automated A/B testing

AdSuite - Out of page / high impact - Fully customizable out of page ads with high viewability

VideoSuite - Video player + Video content + Monetization - all in one

Adsparc's Holistic Approach For Optimum Revenue

Parallel Bidding Tags - similar to HB - a tag based option that runs on GAM via price priority.

AMPSuite - Specific technology for AMP - display and video compatible

A Google MCM Partner and trusted by 200+ global publishers

AppSuite -
In app header bidding

CONTACT US

pubdev@adsparc.com   www.adsparc.com

SYDNEY   AMSTERDAM   MUMBAI

AdSparc