



Football website nets a healthy income with Google AdSense

Sportonline.de

About Sportonline

- www.sportonline.de
- Based in Munich, Germany
- Football website

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— Matthias Sandner, online publishing manager.



When Matthias Sandner, online publishing manager at Neue Mediengesellschaft Ulm mbH, launched his football website Sportonline.de in 2011, he immediately began using Google AdSense. It was the obvious choice, since he had been using it successfully on websites since 2007.

He chose AdSense primarily for its income potential, but there were also other reasons for using it. “The clear, simple marketing was another key factor for me,” Matthias says. “AdSense simply has more potential, and it’s also more predictable than other providers’ solutions. We obviously looked around first and tested various products. In the end, not only did AdSense perform better, it was also the most user-friendly option.”

AdSense currently accounts for between 50 and 60 per cent of Matthias’ total advertising revenue, and doesn’t require him to do any selling. He says the quality and relevance of the ads are good, and he makes only occasional use of the Ad Review Center’s control functions to block specific categories.

The service has also helped Matthias quickly identify the ads that work best. “We basically use all the different sizes and placings, but we’ve found 728 x 90 text and image ads to be the most efficient,” he says. He and his ten-strong team also use a range of other Google products: Google Analytics to monitor incoming traffic more effectively, Google Affiliate Network to increase sales, and Google+ to interact with over 30,800 fans of the site.

“I’m more than satisfied with Google AdSense,” Matthias says. “I’m now working on achieving further increases in visitor numbers and income from the site.”

About Google AdSense

Google AdSense™ is a programme that enables businesses to earn revenue from their online content. Over 2 million publishers of all sizes worldwide use AdSense to show relevant text and display ads targeted to their site and audience. Website publishers can also provide Google search to their visitors, generating revenue through Google ads on the search results pages.

For more information, visit:
www.google.co.uk/adsense