



Google AdSense Case Study

By joining forces with a Google AdSense Certified Partner, de-online.ru can look to the future with confidence



www.de-online.ru

About de-online.ru

- de-online.ru
- Based in Berlin, Germany
- Website for students of German



About Youlamedia

- youlamedia.com
- Based in Saint Petersburg, Russia
- Advertising agency, Google AdSense Certified Partner



German made accessible to all

Dmitriy Zhamanakov, founder and owner of the German language website de-online.ru, recalls, "While preparing to relocate to Germany, I worked hard at studying the language. In the process, I accumulated large amounts of learning materials. I couldn't find a decent online resource for people studying German at that time, so in 2010, I decided to set up my own web portal to share my knowledge with others." De-online.ru offers a wealth of useful information about German language, culture, and traditions.

The site is becoming more popular every day. It now attracts 600,000 unique visitors each month, a number which is growing 50% year on year. De-online.ru also offers a forum with over 25,000 registered users.

AdSense has been fundamental to the company's business model virtually from the word go. Dmitriy made the decision to use AdSense when visitor numbers hit 100 per day just six months after the site was launched. "It immediately started bringing in income that we could then invest in developing the project," explains Dmitriy. 60 to 70% of the site's advertising revenue comes from AdSense.

A Helping Hand from a Google AdSense Certified Partner

"Our team isn't big," says Dmitriy. "I'm the project director so I'm responsible for content, then we've got a designer and a programmer who develops interactive applications and games on the site." Articles are written by freelance journalists. De-online.ru also makes active use of crowdsourcing, with up to 30% of all content coming from the users themselves. They send in their materials and ideas, and moderators then select the best ones for publication on the site. "We didn't have much experience optimizing advertising, so we called Youlamedia, a Google AdSense Certified Partner, to help with that," continues Dmitriy. "It took them just a week to conduct an in-depth analysis of the site, then prepare a report providing suggestions on how to increase income from advertising."

Youlamedia, based in Saint Petersburg, is an online advertising agency and a Google AdSense Certified Partner. Since 2012, it has been offering clients from Russia, the CIS and Eastern Europe groundbreaking solutions to help them monetize their websites. Youlamedia project manager Maxim Sazonov remembers, "Initially, we provided consulting on other Google products, but then some of our managers working on client websites sensed great potential in AdSense, so in September 2013, we became certified and by December we were already advising clients on AdSense."

"Youlamedia's report exceeded my expectations. It was full of useful recommendations about what ad units to choose and where to position them."
— **Dmitriy Zhamanakov, De-online.ru founder.**



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**— Maxim Sazonov,
Youlamedia project manager.**

Maxim continues, “De-online.ru set us the task of increasing their income from advertising, but in such a way as not to impair the experience of visitors to the site or reduce their traffic.” Youlamedia tackled this challenge with the help of complex diagnostic tests that included analyses of user behavior, popular and unpopular web pages, and the positioning and format of banner ads.

Dmitriy was very pleased with the support he received from Youlamedia: “Youlamedia’s report exceeded my expectations. It was full of useful recommendations about what ad units to choose and where to position them.” Maxim explains that they have already noticed an increase in the click-through rate. “Based on the dynamics we observed, we expect advertising revenue from the site to grow by around 50% over the next two to three months,” says Maxim.

Mutually beneficial partnership

Youlamedia staff have been in constant contact with their client ever since they first received the request to analyze the site, and continue to be now, even after the work is complete. Maxim goes on, “When we receive an inquiry, we contact the client to discuss the options available, then we analyze their website. Once we have drawn up our recommendations, we then present them to the client in the form of easy-to-understand diagrams.” If a client wishes, the Youlamedia website optimizers can take charge of all advertising-related aspects of their site, including configuring the ad units and how they look.

Dmitriy was impressed at how Youlamedia listened carefully to de-online.ru’s specific needs and thoroughly analyzed the pages of the site before starting to prepare their recommendations.

For Youlamedia, the highlights of the Google AdSense Certified Partner Program are the training sessions and getting to talk face-to-face and exchange views in a constructive way with specialists from Google.

The work continues

For Dmitriy, AdSense was a chance to turn his hobby into a fully-fledged business: “When I first saw the figures showing our income from AdSense, it motivated me to carry on with what I was doing, take on employees, and invest more time and effort in creating interesting, high-quality content.” De-online.ru is now working on the English-language version of the website, which is due to go live in 2014, and there are also plans to create a mobile version of the site.

De-online.ru staff are currently working on implementing Youlamedia’s recommendations for optimizing advertising. Once this work is complete, Youlamedia employees will then analyze the site again to assess the results.

However, the support that de-online.ru receives from the Google AdSense Certified Partner does not end there. Specialists from Youlamedia will continue to check that everything works properly. “That’s not the end of our work. Partnership means staying in touch, being available to help at all times, and sharing ideas,” says Maxim.

About the Google AdSense Certified Partner Program

This program enables website owners to work closely with accredited businesses that can provide dedicated services for Google AdSense. All Certified Partners are required to demonstrate product knowledge and expertise in managing AdSense accounts. They can set up, optimize, and manage AdSense accounts for their clients through our exclusive account management tool.

To learn more about the program and current Partners worldwide, visit:

google.com/adsense/start/partners