

Expat Blog generates funds to grow and hires 15 employees thanks to AdSense



About Expat blog

- Information site for expats throughout the world
- Based in Port Louis, Mauritius

Objective

- To cover the website's expenses when it was first launched
- Now, it aims to profit from the website's audience and fund the growth of the website and the company

Approach/strategy

- Use AdSense to create a source of income
- Facilitate management of advertising inventory using DoubleClick for Publishers
- Understand how the website is growing via Google Analytics
- Improve performance with Google Analytics Content Experiments

Results

- 25–30 per cent of turnover now generated by Google AdSense
- Income has allowed the manager to recruit staff, and the company currently has 15 employees



Overview

Julien Faliu, an expat himself, noticed that there were few interactive sites devoted to expats. That's why, in 2005, he decided to launch his own community platform that would be accessible worldwide. Expat blog is a website where expats across the globe can access and share information. The company now employs 15 staff members organised into three specialist groups – a technical team, a team of moderators and a team managing the mobile app that's currently being developed. Expat blog currently receives 2.7 million visits, two million unique visitors and 12 million hits per month.

From making money to achieving growth

Julien started using Google AdSense in 2008. At the beginning, the idea was to cover the expenses of running the website. When he started making money from his audience he decided to spend his entire time working with AdSense, and now he is solely responsible for selling the advertising space on his pages. Advertising currently generates between a quarter and a third of his total turnover.

Julien is very satisfied with the quality and relevance of the ads that are shown on his website, especially since he's been able to block ads for his competitors by using the controls available in the Ad review center of his account.



“I can truly say that AdSense has enabled me to grow and recruit staff.”
— **Julien Faliu, founder and director of Expat blog.**

Expat blog mainly uses Leaderboard, Rectangle and Skyscraper formats, and achieves the best results with the Leaderboard at the top of the page and the Skyscraper on the right. The company will soon be replacing the large rectangle with the medium-sized one due to the interest that advertisers have shown in this format.

Management, relevance and effectiveness

To track how his account is performing, Julien uses AdSense reports and also Google Analytics, which he finds a very useful tool for viewing his website's growth. With Analytics, he evaluates the performance of the tests that he conducts. “We also conduct A/B tests using Google Analytics Content Experiments. This allows us to experiment with different colours and much more.”

As the company began selling its own advertising space, it started using Google's free ad serving solution, DoubleClick for Publishers (DFP). For Julien, DFP makes it much easier to manage all advertising on the site. He feels that users of DFP only need to know the minimum about how to manage advertising campaigns, and finds planning new campaigns extremely simple. Recurring campaigns involve a little bit more of his time, particularly when it comes to ensuring that the objectives are reliable. Julien also likes the system for selling campaigns and monetising unsold inventory, which he finds very easy to use.

Growth directly linked to the development of AdSense

“At the start, AdSense allowed me to get my website set up by covering my costs. Now, I can truly say that AdSense has enabled me to grow and recruit staff.”

Julien is particularly enthusiastic when talking about the philosophy behind Google products, which he finds are “very contemporary” and “in synch with the times”. For him, Google tools allow businesses to grow and provides useful support on a day-to-day basis so that businesses can concentrate on the technical and practical side of developing their websites.

Julien has just recruited a new member of staff to work on ways of making money from the mobile site that will be launched in early 2013. In future, he's hoping to expand the company even more by bringing on board private investors to fund the next stage of growth.

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