



Google AdSense Certified Partner Program boosts kotobank's advertising revenues by over 200%



About Kotobank

- kotobank.jp
- Based in Tokyo
- A one-stop online service that enables users to search for terminology in dictionaries published by the Asahi Shimbun and Asahi Shimbun Publications, Kōdansha, Shōgakukan, etc.



About adingo, Inc.

- adingo.jp
- Based in Tokyo
- A solution partner that boosts growth by providing comprehensive support for the monetization of Internet media



What is kotobank?

kotobank is an online dictionary resource that allows you to look up terminology from a number of different dictionaries – all at the same time. When the 'Chiezō' dictionary of contemporary terminology (owned by The Asahi Shimbun Company) closed down in 2008, kotobank entered into a joint venture with its owners and launched a contemporary terminology website in April 2009.

They have worked together ever since to produce various publications and expand their content. At present, they have collected almost 1.5 million terms from 118 different dictionaries. Thanks to the wide range of content and categories it provides, kotobank has a very diverse user base, which is why they decided to try AdSense and its rich variety of advertisements in October 2012.

“Since we started working with adingo, our earnings have more than doubled.”

— Mr Kazuyuki Uchiyama, kotobank Business Development Manager

Collaboration with adingo

adingo has been working with AdSense publishers since 2011 and in January 2013, they joined the Google AdSense Certified Partner Program. adingo aims to grow AdSense revenues by using tools and data to analyze account potential, issue advertising tags, implement changes and monitor performance.

adingo delivers consulting services that maximize advertising revenues. Kotobank decided to work with adingo based on its proven track record and because it is Japan's highest-ranked business for monetizing media.



Google AdSense Case Study



"We want to continue to make new proposals based on the changes happening in the advertising world."

**— Mr Shoho Kozawa
CEO, adingo, Inc.**

Changes following implementation

Since adingo started advising kotobank on how to best use AdSense, kotobank's advertising revenues have more than doubled. And by implementing adingo's proposals one by one, such as making modifications to the ad revenue results inventory, kotobank has been able to boost their results. They also set up tags and ran reports that interpret data to make it easier to understand. Both companies have also carried out monitoring, which improved productivity and allowed them to review the website more efficiently.

Success inspires mutual trust

kotobank and adingo's excellent working relationship and mutual trust are based on the successful results of their partnership. Effective communication is critical to this success – the two companies are in touch with each other daily over the phone or via email, and hold official meetings once a month. This ensures that they communicate with each other directly, listen carefully to each other's issues, and share ideas for new proposals.

Future challenges

kotobank aims to keep pace with and reflect the changing meanings of words, while preserving their older definitions. To make this a reality, adingo will respond to daily changes in advertising technology and continue to stay up to date with new advertising frameworks and structures. adingo will then introduce them to kotobank – and evaluate the effects of their implementation to add value.

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
