



Healthy advertising revenues for NetDoktor thanks to the Google AdSense Certified Partner Program



About NetDoktor

- netdoktor.de
- Based in Munich, Germany
- NetDoktor offers medical information explained in layman's terms about the most important diseases, symptoms, research and medications



CLICK PERFORMANCE GROUP

About Click Performance Group

- click-performance.com
- Based in Darmstadt, Germany
- As a Google AdSense Certified Partner, Click Performance Group specializes in global consulting for publishers using Google AdSense



NetDoktor, part of the Holtzbrinck publishing house, has been available in Germany since 1999. The company runs a number of online health portals that involve partners from the medical and pharmaceutical sectors. Staffed by 20 full-time employees and around 20 freelance writers, NetDoktor attracts five million unique visitors and has over 13 million page views a month.

In-house expertise is key

The company generates most of its revenue through display advertising. Five years ago, NetDoktor began using Google AdSense to expand its monetization model.

However, NetDoktor soon learned that it lacked sufficient in-house expertise to make the best use of AdSense functionalities. So nine months ago, they decided to work with an agency, and Click Performance Group was their choice.

"Although we had already effectively integrated advertising into our website before collaborating with Click Performance Group, we have now managed to increase sales by about 150%."

— Markus Pöhlmann, CEO, NetDoktor

Standing out thanks to a clear goal

When Christoph Adler founded Click Performance Group in Darmstadt in 2012, he had a specific aim in mind. Because optimizing Google AdSense is often too complex for many businesses, Adler developed a new consulting model for publishers worldwide. Click Performance Group joined the Google AdSense Certified Partner Program in December 2012, and was one of the first agencies to do so. Since then, Click Performance Group has helped more than 300 publishers increase their AdSense earnings and has recently opened additional offices in Los Angeles and Sydney.



Google AdSense Case Study



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**— Christoph Adler,
Click Performance Group**

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

Success through close collaboration

The aspects that the NetDoktor team liked about Click Performance Group were its clear focus on Google AdSense optimization and the commission-based compensation model, in which the client pays no fixed fees. This means that Click Performance Group only receives pro-rated commission when it boosts NetDoktor's revenues.

A close-knit partnership has developed since then. The agency is constantly providing new suggestions for improvement, developing new strategies and optimizing its approach.

This approach soon led to tangible results. Although NetDoktor had already incorporated advertising into its website very effectively before the collaboration, Click Performance Group managed to increase sales by about 150% by using methods such as continuous testing of text color, ad size and Google products. Of course, results like these can only be achieved with the right level of commitment, so it isn't surprising that Click Performance Group and NetDoktor team members are in touch almost every day.

Probably the most remarkable change for NetDoktor since choosing Click Performance Group is that smaller tests and analyses are now constantly running on their website, which in turn allows for successful and significantly faster optimization cycles in the long term.

More time for the core business

NetDoktor is very pleased with the collaboration – because it has exceeded financial expectations and allows the company to focus on editorial tasks and expand its range of services. In addition, staff at NetDoktor in Munich can now rest assured that they are tapping into the full potential of Google AdSense – this is demonstrated by the fact that both sales and CTR have grown by 30%.

"We are currently optimizing our website. We would like to offer more services and cover a wider range of topics. We are also in the process of optimizing our mobile apps," says NetDoktor CEO Markus Pöhlmann.

The team at Click Performance Group also feels very positive about the quality of this collaborative relationship. "It's clear that the most important aspect of our joint efforts is that NetDoktor has been able to significantly increase its revenues since we began working together," explains Christoph Adler. "We also value the friendly and personal nature of the collaboration. We are constantly in touch with the client and, despite the distance, often get together for meetings in Munich."

Click Performance Group also rates the Google partnership very highly. It especially appreciates working closely with Google as a Google AdSense Certified Partner.

"In general, we are very pleased with our position as a Google AdSense Certified Partner," says Christoph Adler. "When combined with our 'Revenue Share' business model, the partner program is extremely beneficial to us and our clients."

By focusing on their core strengths, both NetDoktor and Click Performance Group are set to achieve further growth – making it a real win-win situation for everyone involved.