

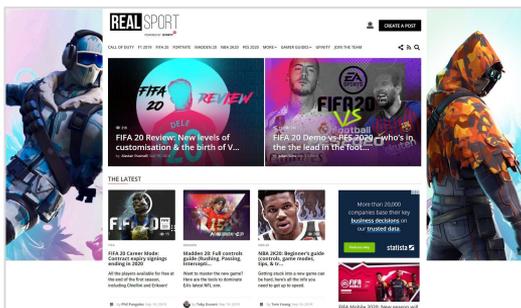
How OKO increased RealSport ad revenue by 138% in 8 weeks



OKO AD MANAGEMENT

OKO

Hampshire, United Kingdom • <https://oko.uk/>



The challenge

Gaming media publisher, RealSport, engages its global audience with the latest e-gaming content including news, expert analysis, and in-depth guides for PC and console games. The publisher managed their monetization in-house, via AdSense, but soon wondered how they could earn more. The RealSport team decided to look for expert help and began consulting different monetization agencies.

The approach

RealSport chose to partner with OKO because of their extensive experience with website monetization and solid reputation as a Google Certified Publishing Partner. After analyzing the performance of RealSport's existing ad units, OKO's team immediately implemented new, higher visibility placements. Next, they managed the publisher's switch from AdSense to Google Ad Manager and introduced new advertiser demand for their inventory through Ad Exchange, header-bidding, and premium direct deals. These changes significantly increased competition for RealSport's inventory and increased their overall CPM while maintaining fill rates over 99%.

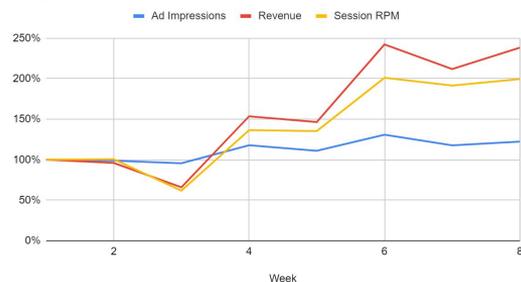
The results

Over 8 weeks, RealSport's revenue increased by 138% and earnings per sessions doubled. With these results the RealSport team was freed from trying to drive revenue and refocused their time on new opportunities. Working together, the partners created video ad inventory to unlock a new incremental revenue stream with content syndication. In addition to driving rapid revenue gains for RealSport, OKO's changes to RealSport's advertising infrastructure has laid a strong foundation for future growth.

“OKO have been fantastic in every way, they’re always on hand to advise and offer best practice solutions to ensure website ad revenue is maximised. OKO are very much seen as a partner, not a service, in the growth and development of our platforms”

T.Musa - Consumer PR & Communities Manager

Progress by week



About the Certified Publishing Partner Program: A Certified Publishing Partner can help when you don't want to do it alone. Our publishing partners handle everything from setting up to optimizing and maintaining ads, so you're free to spend more time publishing content on your site. Using Google best practices, partners are adept at maximizing performance and earnings with AdSense and AdManager. For more information, visit google.com/ads/publisher/partners/

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