



memeburn maximises revenue with Google AdSense and DFP Small Business



About memeburn.com

- www.memeburn.com
- Based in Cape Town, South Africa
- Focuses on emerging markets, away from Silicon Valley

Goal

- Fill all ad inventory easily, and manage multiple ad streams

Approach

- Use AdSense for mobile site and non-guaranteed inventory on desktop site
- Employ DFP Small Business to manage ad serving

Result

- Income is maximised every month

“In an era where there is so much digital noise, AdSense provides useful, relevant, quality content. You can’t put a price on that.”

— Matthew Buckland, owner and founder of memeburn.



Launched with the aim of providing tech-savvy insight into lesser-known issues, memeburn.com has enjoyed strong growth since its founding three years ago. The site focuses on technology and innovation in emerging markets, far away from Silicon Valley. It clocks up 350,000 unique visits each month, and along with connected pages gearburn, ventureburn, and memejobs, employs a total of 28 people at its offices in Cape Town, South Africa.

memeburn generates revenue through multiple advertising streams. To administer these effectively, the team works with DoubleClick for Publishers (DFP) Small Business – Google’s free ad serving solution. The tool is ideal for managing various sources of income, and is well suited to memeburn’s situation, whereby the majority of advertising is sold directly. In addition, the site uses the dynamic allocation feature in DFP Small Business to easily monetise their non-guaranteed inventory with Google AdSense.

Reliable revenue

memeburn’s general manager, Hendri Lategan, notes: “As well as working seamlessly with AdSense, DFP Small Business integrates with other ad platforms and is incredibly easy to use. It’s now a very big part of what we do – in fact, we couldn’t advertise without it.” About 93% of the company’s ad impressions are now served through DFP Small Business.

Matthew Buckland is the owner of memeburn, and has been impressed



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by dynamic allocation and the integration of AdSense into DFP Small Business. He notes: “During slow periods of the year, AdSense makes a great supplement to our income from direct advertising, and provides a constant, reliable revenue stream.”

With a fragmented, international readership, dynamic allocation enables memeburn to provide relevant advertising for each local market. This is particularly important for those countries where the site’s administrators know little about the advertising landscape and where selling ad space is difficult, if not impossible.

The admin team also values the control AdSense offers over the messages that appear on the site. They’re able to block ads from whomever they wish – in memeburn’s case, they don’t permit ads from large companies who they sell ad space to directly.

As the owner of the business, Matthew is always sensitive to the impact of costs, and this is another area where DFP Small Business and AdSense have proved invaluable. “The fact that these tools are totally free of charge is a huge benefit. Whether most of our inventory is taken up by direct ads or not, we know that with AdSense, we will always generate income. There’s no risk there whatsoever.”

memeburn goes mobile

memeburn is available as a mobile site, which is proving increasingly popular with users. The company currently uses AdSense exclusively for its mobile presence. This has shown itself to be a particularly practical solution, as the organisation focuses on increasing revenue.

memeburn has big plans for the future, and is looking to expand its platforms with the launch of another site in the first half of 2013, and perhaps another by its close. As memeburn continues to grow, it will continue to use DFP Small Business with AdSense. Matthew concludes: “In an era where there is so much digital noise, AdSense provides useful, relevant, quality content. You can’t put a price on that.”

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