VerticalScope increases programmatic ad revenue across its network through partnership with Sortable

sortable

Sortable
Kitchener, Canada · https://sortable.com/

verticalscope

The challenge

VerticalScope Inc. is an interest-based community platform that serves several consumer verticals including automotive, power sports, outdoors, technology, health and home. Through targeted acquisitions and development, VerticalScope has built a portfolio of more than 1000 websites and more than 125 million unique visitors per month. Previously, VerticalScope managed their own programmatic ad stack, but their team was looking for a partner that could help them increase overall revenue and provide hands on support. They selected Sortable as their partner to focus on optimizing inventory quality for revenue performance while maintaining user experience standards across all their websites.

The approach

Sortable gradually integrated its ad technology into VerticalScope's large portfolio of websites. First, to understand which ad density and placements were the most effective on different sites, Sortable conducted multiple ad layout optimization A/B tests. Sortable then conducted website audits to analyze and address issues like page load speed, and then implemented lazy loading, ad refresh, and anchor ad sticky units to further maximize ad revenue while maintaining a positive user experience. Through these optimizations, VerticalScope experienced increased viewability and CPMs that better positioned the sites to attract advertisers and generate higher revenue across their network. By taking on the day to day optimization work, Sortable enabled VerticalScope to continue onboarding additional sites -- scaling up to 1327 sites.

The results

In less than two years, Sortable has been able to onboard VerticalScope's large volume of sites while simultaneously improving overall revenue and user experience. Between 2018 to 2019, one of VerticalScope's largest sites (with over 4M monthly visitors) saw a lift of 168% in programmatic revenue. Sortable's implementation of an optimized refresh solution and ad layouts contributed to this lift. For another VerticalScope site, Sortable increased viewability by 40% and doubled the CPM over a two-month period by implementing an optimized refresh solution and ad layouts across the site (Figure A). Overall, the partnership with Sortable allowed VerticalScope to capture increased ad revenue while maintaining a positive user experience.

Figure A – Site saw a 40% increase in viewability and doubled in CPM.
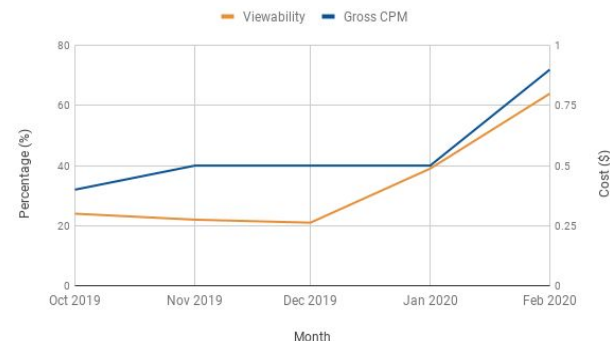
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