AMP + Bacaterus

AMP improves user engagement & ad monetization for Bacaterus.com

64%
Faster page loading time

+47%
Increase in Ad CTR

+25%
Increase in Ad RPM

Bacaterus.com, a lifestyle website for travel, beauty, film and food segment, began publishing Accelerated Mobile Pages (AMP) six months ago.

Bacaterus consistently strives to create a great overall user experience. With more than 85% of their traffic coming from smartphones, Bacaterus was looking for a solution to improve user experiences on mobile.

Solution

"As Bacaterus.com is using Wordpress, the implementation of AMP was easy with the AMP Wordpress plugin," said Ganjar Maulana, CEO of Bacaterus.com. Due to its ease of implementation and its capability to improve mobile pagespeed - adopting AMP was a straightforward decision for Bacaterus.

Result: Better user experience led to better ad monetization

Post-implementation, the Bacaterus team was delighted that AMP pages load 4 seconds faster than its standard mobile pages. "AMP improves mobile user experiences by shortening page loading time significantly," Maulana added, "As a bonus, for the same number of mobile pageviews, we earn higher with AMP."

Bacaterus is currently monetizing their AMP pages with AdSense for Content. Better user engagement led to 56% uplift in ad viewability, to +47% CTR and +25% RPM. The lifestyle site had also tested AdSense's AMP auto ads, yielding +9% overall revenue uplift.

When asked who he would recommend AMP to, Maulana replied "everyone, not only to Wordpress users."

Learn more about the Accelerated Mobile Pages Project and building your first AMP HTML file at: www.ampproject.org