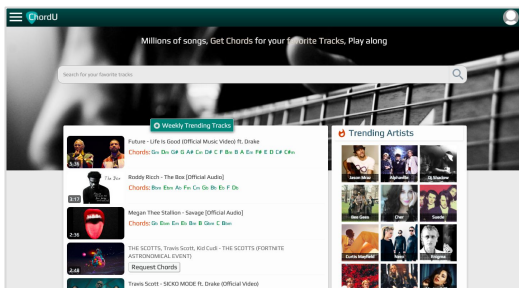


How AdPushup increased ChordU's ad revenue by 359% with ActiveView Refresh and A/B testing



AdPushup
Delaware, United States • <https://www.adpushup.com/>



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The challenge

ChordU.com is an online music education publisher. Bitan, founder of ChordU, wanted to work with a new monetization partner who could provide easy integration and full control over ad unit placements and the overall website layout. Bitan chose to partner with AdPushup for their easy implementation and ability to quickly automate A/B tests and use the data to optimize the site's inventory to improve viewability and drive revenue growth.

The approach

AdPushup first A/B tested multiple ad layout variations on the site using its Visual Ad Manager tool. To capitalize on ChordU's high time-on-site, the team configured ActiveView Refresh Ads to increase the impression count generated per session. After witnessing growth in the first four months, the publisher faced a temporary fall in revenue due to the seasonal slump in January. To recover from the slump, AdPushup adjusted ChordU's floor prices and added new demand sources for their inventory. The ad ops team at AdPushup also set up lazy loading to reduce the latency caused by below-the-fold ads.

The results

From August 2018 to May 2019, ChordU experienced a revenue uplift of 359% from baseline. During this time, the site more than doubled its page views, which AdPushup was able to capitalize on by increasing the page CPMs by 33% and CTR by 189%.

“AdPushup took care of all the ad optimization and testing for ChordU. All we had to do was include a single JavaScript code in our website header. What I like most about them is their focus on product R&D and revenue optimization.”

—Bitan Sardar, Founder, ChordU

Month on Month Growth

