

ReporterGourmet.com improves programmatic ad revenues, site speed and UX with Clickio Prism Technology.



Clickio

London, United Kingdom • <https://www.clickio.com/>



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/

© 2019 Google LLC. All rights reserved. Google and the Google logo are trademarks of Google LLC. All other company and product names may be trademarks of the respective companies with which they are associated.

The challenge

ReporterGourmet.com is the website of prominent Italian restaurant critic Pietro Pitzalis. The site has a devoted social media fanbase with over 500,000 followers driving substantial traffic. While Pietro had expertise in content creation, he had limited knowledge and time to manage and monetize his traffic. His existing programmatic advertising strategy with other vendors did not have clear direction and he was not achieving the website's monetization potential. Pietro wanted to focus on developing content and let an experienced partner handle the monetization.

The approach

Pietro chose to partner with Clickio for their industry knowledge, monetization expertise, site performance technology, and transparency. First, Clickio analyzed the current performance of the site to uncover areas of improvement across the site's viewability, demand partners, pricing strategy, Ad Manager implementations, page speed, visit duration, and bounce rate. Clickio then revamped the site's ad layout, focusing on boosting inventory volume while increasing viewability. The mobile version of the site was re-developed using Clickio Prism technology, achieving almost instant loading and smooth app-like user interactions. Clickio's custom reporting tool also combined data from Google Analytics and monetization, to give clear insights on the performance.

The results

From October 2019 to March 2020, Pietro saw a drastic increase in both revenue and site performance metrics on ReporterGourmet.com. Session RPM increased by 35%, page speed more than doubled, and the average number of pages viewed by users improved by 28%, stemming from the new and improved mobile version of the website.

“Clickio Technology and Expertise simplified my life and improved all the aspects related my site. Not only my earnings were drastically improved, but my site is now highly performing as well as tuned with the latest premium technologies. ”

—Pietro Pitzalis, Owner of ReporterGourmet.com

