

Huispedia partners with DQ&A to optimize viewability and maximize revenue using Google Ad Manager insights



DQ&A | AdTech and Marketing Data Specialists
The Netherlands <https://dqna.com/>



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The challenge

Online real estate platform, [Huispedia](https://huispedia.nl/), struggled to obtain the necessary yield to keep their business afloat. Many of their below-the-fold ads gained very low viewability rates due to slow page loading. As a result, the publisher's overall viewability decreased and their total ads generated much less revenue. Moving forward, Huispedia's fundamental goals were to improve ad viewability along with their quality of inventory.

The approach

After learning about their proven technical expertise and extensive advertising network, Huispedia connected with Google Certified Publishing Partner, DQ&A. The partner's first priority was analyzing Huispedia's inventory with Google tools, Page Speed Insight and Test my Site. The combined results showed that 46% of Huispedia's website traffic made up mobile users while 36.5 % were desktop users. As they paired this data with their own knowledge of the client's inventory and history, DQ&A's team customized a unique plan to meet the publisher's needs. Two of the plan's major components included the implementation of 'lazy loading' and the strategic use of above the fold and mobile sticky ads.

The results

Throughout the partnership, DQ&A improved ad relevance, inventory quality, viewability, and revenue. The most crucial impact resulted from 'lazy loading,' in which viewability increased by 19% after only 24 hours. Viewability bumped up to 79% over the following month. In addition, Ad eCPM rose from an average of €1.06 to €1.69 and daily revenue increased by 18%. Huispedia Co-founder, Youri de Jong, noted that partnering up with DQ&A on a digital marketing front was instrumental in expanding the start-up's reach to over 1 million monthly users.

“DQ&A has assisted us not only on a strategic level to set up programmatic advertising, they also help us on a daily basis by managing and optimising our inventory. In doing so, we have seen our eCPM increase by almost 150% within only a few months!”

—Youri de Jong, Huispedia co-founder



● The dot plotted represents the moment the changes were implemented