

Creating opportunities for everyone

Read how small business publishers and content creators across America are growing with ad revenue from Google.

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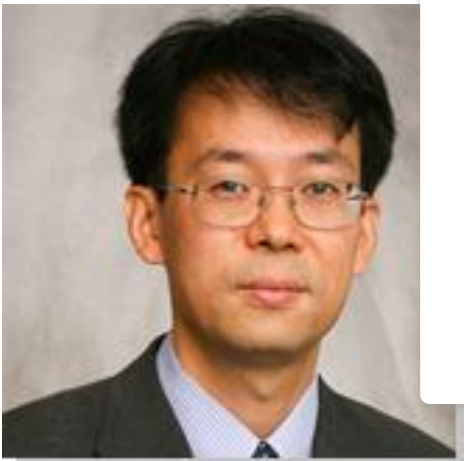
**Publishers use ads to
keep content free**

Publishers use ads to keep content free



One of the things people may not realize is that a very very small percentage of people who play your games are ever going to pay for anything... And so if you're not giving those people a way to learn about your product, interact with your product, have fun with your product, then you're missing out. **So we have had ad supported free games almost since the beginning.**

Jessica Rovello
CEO & Co-Founder, Arkadium
New York, NY



Ad revenue is our main source of income for the business. We use that revenue to keep investing in our sites to improve the experience and capabilities, pay our team's salaries, and build new tools online. **Ads are a way for us to sustain and grow our business while also keeping access to all of our tools 100% free.**

Huiming Gu
Founder & CEO, Maple Tech International
The Woodlands, TX



Ad revenue enabled us to make our apps free to use - opening us up to a much larger user base and allowing us to compete on an even playing field with the other free apps in the marketplace.

Chris Bick
CEO & Founder, Bickster
Saratoga Springs, NY



Since we started using Google AdSense, ad revenue has become our main source of income for the site. With the money we earn, **we're able to re-invest in the site to create more inspiring and helpful content that families can access for free.**

Chris Craft
Founder, Craft Writes
Sharpsburg, GA



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My business relies 100% on ad revenue, and from my perspective, it's the best business model for most consumer websites... **The ad-based business model makes free content possible.** If you don't provide your content for free then someone else probably will. Also, traffic for good, free content tends to scale much faster than traffic for paid content.

Bob Flora

CEO & Founder, Jigsaw Explorer
Durham, NC



Ad revenue has been amazing for my business because I can keep my content free and as my page views increase I can earn more from my ads.

Karen Akpan

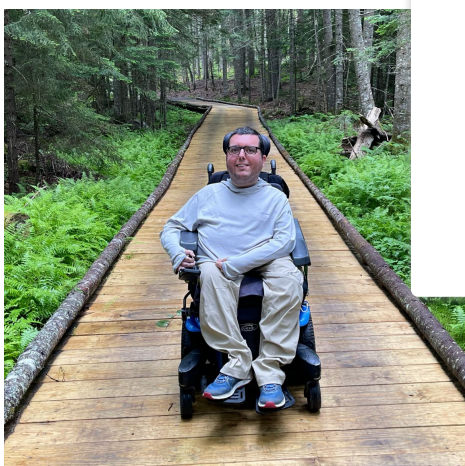
Founder, The Mom Trotter
Traveling the USA



Our free tier is an important component of the business because it's a really inclusive way to serve parents. And **without ad revenue, we wouldn't be able to offer free services on the app or website.**

Nina Lawrence

Chief Revenue Officer, Tinybeans
New York, NY



It's important to keep my content free because it's really critical information for people to see when they're traveling. Plus, there are already so many barriers for people with disabilities, for me to add another by gating content with a paywall wouldn't feel right.

Cory Lee

Founder, Curb Free with Cory Lee
Lafayette, GA

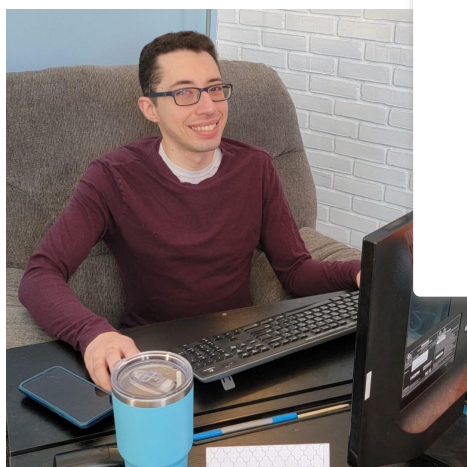
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Ads made our business possible. **By making SpanishDict ad-supported and free to use, we're able to welcome Spanish learners of all economic backgrounds and open access to millions of students and teachers.** And ad revenue has been the basis for us to make investments in the site to make it an awesome learning experience.

Chris Cummings

CEO & Co-Founder, Curiosity Media
Arlington, VA



Keeping the site free is in part just the nature of the business - people don't want to pay to play a game, even a small payment and they'd pass on the site. I have a base of loyal visitors who come back every day and I wouldn't want to alienate them with a paywall. **So to have ad revenue to fund the site is a really reliable business model.**

Chris Weber

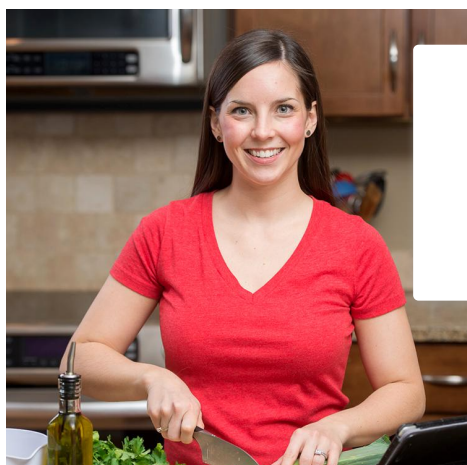
Founder, Arcade Thunder
Middleburg Heights, OH



The ad revenue from AdSense pays for all of our content, funds the site maintenance and hosting, helps pay for programmers to develop new features, **and allows us to stay true to our initial mission of keeping it a free tool.**

Sarah Powers

Founder, Your Free Career Test
Arizona, USA



Being ad-supported allows me to keep the site content free to access, which helps me **serve a wider audience and stay competitive with other recipe sites and blogs.**

Kristin Porter

Founder, Iowa Girl Eats
Iowa, USA



Publishers use ads to keep content free



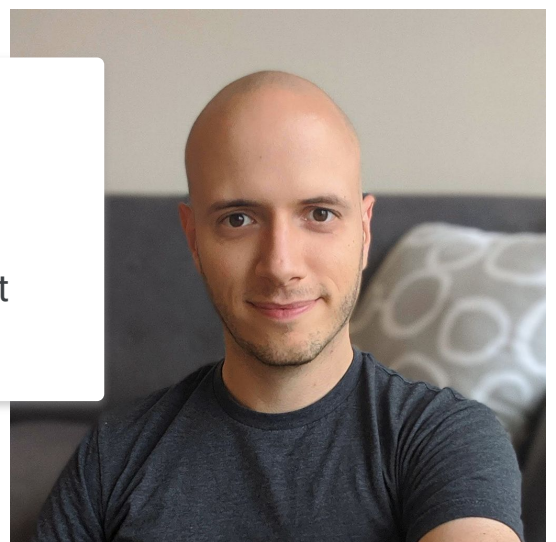
I think it's important to have free educational resources to create equitable learning for schools and students of all income levels. Searching online, I **found Google AdSense and realized we could have a free site funded by ads.**

Michael Edlavitch
Founder, Hooda Math
Minneapolis, MN



My main goal has always been to **help people get access to free resources. Having ad revenue to support my websites and apps makes that possible,** so that anyone can access our tools, even if they don't have the money to pay.

Alejandro Núñez
Founder, Moula
Seattle, WA



I strongly believe in keeping content free for viewers. But it shouldn't come at a cost to bloggers. **Ad revenues help bridge that gap by creating an ecosystem where publishers are motivated to create more content while keeping it free for content consumers.**

Vidya Srinivasan
Founder, Traditionally Modern Food
Seattle, WA



I started this site as a way to make science education more interesting and allow students to ask deeper questions with a periodic table, and I was able to turn it into a business using ad revenue. Now I serve over 15M students and educators each year, and **I'm able to make the site accessible to all with a free, ad-supported model.**

Michael Dayah
Founder, Ptable
Knoxville, TN



Publishers use ads to keep content free



Clean Eating Kitchen helps people learn about healthier cooking, adjust to food intolerances, and navigate health changes in general... **And ad revenue helps me ensure that person can access the content on my site for free, while giving me the funding to continue investing and creating content.**

Carrie Forrest

Founder, Clean Eating Kitchen
Pismo Beach, CA



We want users to be able to experience all our content no matter what, so we've always used ad revenue to fund our sites and keep the content free to access. Ad revenue gives us the ability to create new tools and jobs for writers, and funds all these aspects of the business. **It's a great give and take; people get content for free, they see some ads, and we're able to keep working on the site we love.**




Shaun Savage

Founder, Try Hard Guides
Arizona, USA

Advertising fuels growth
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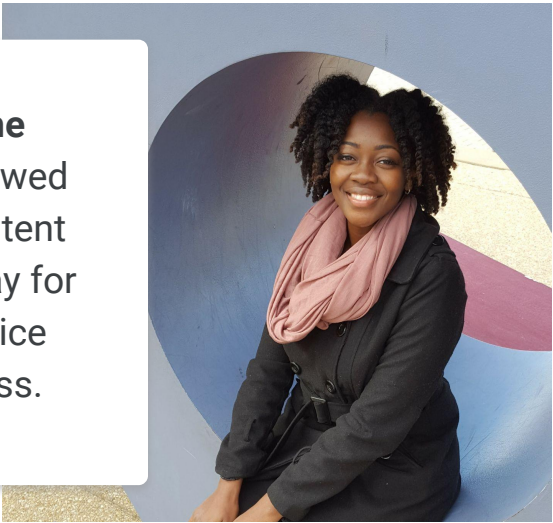
I don't think people realize how much the ads they see  online help keep my business afloat. The ad revenue truly benefits people and small businesses - **without advertising, I wouldn't be part of the internet.**


Mel Gunnell
Founder, Mel's Kitchen Cafe
Middleton, ID



Getting sustainable revenue from ads gave me the freedom to launch my own small business. It allowed me to do what I love and bring joy and helpful content to readers across the world. What started as a way for me to transition to civilian work after military service has grown into a true passion and thriving business.

Gelicia Washington
Founder, Of Life and Lisa
Riverdale, GA



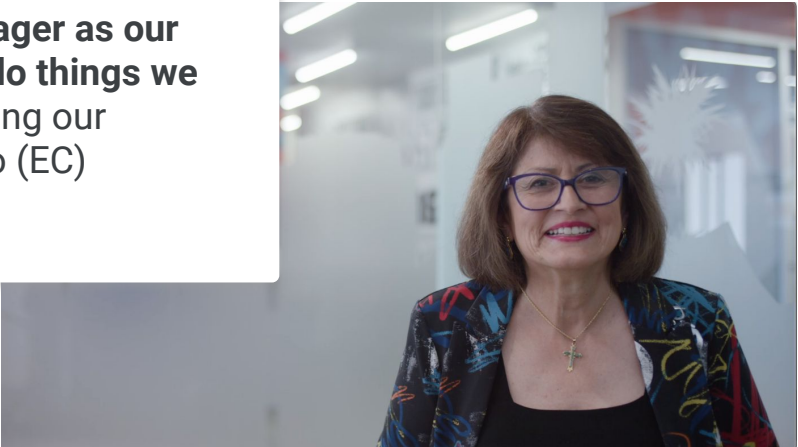
My ad revenue kept growing - doubling and even tripling year over year - and **I started earning enough that I was able to quit my full time job and launch my business.** 

Tina Haupt
Founder, Carrots 'N' Cake
Boston, MA



We think of our ad revenue from Ad Manager as our 'Angel investor,' it's money that helps us do things we normally wouldn't be able to do, like training our employees and creating our El Clasificado (EC) Stimulus Opportunity.

Martha de la Torre
CEO & Co-founder, El Clasificado
Norwalk, CA

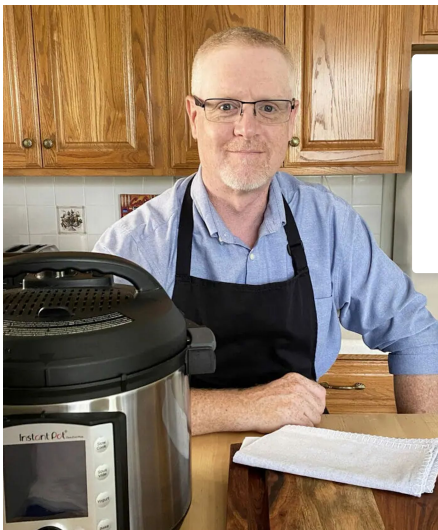


Advertising fuels growth for small business content creators



With AdSense managing our ads business, we've been able to significantly grow our revenue each month. And we're freed up to focus on what we do best: create amazing content, curate an inspiring community, and grow an engaged audience.

Elisa Schmitz
CEO & Founder, 30Seconds.com
Glencoe, IL



I clearly remember the first month I made \$1,000 from the website... I decided to quit my job and pursue Recipe Teacher full time.

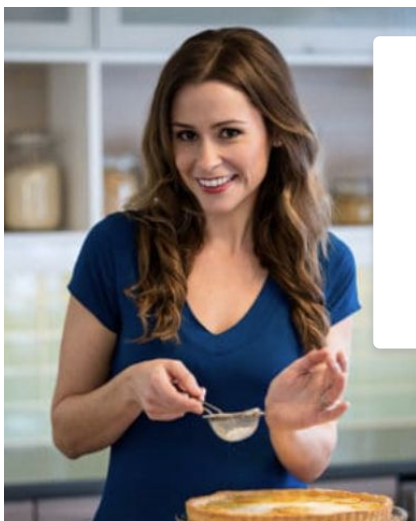


Jason Norris
Founder, Recipe Teacher
Chicago, IL



Ad revenue is the majority of my income from the site, and I've used that revenue to keep investing in the business and sell some of my own learning products on the site.

Samantha Shank
CEO & Founder, Learn in Color
South Bend, IN



Ad revenue is my main source of income on my blog and it's enabled me to do a lot -- I've hired someone to manage my social media, it's helped me re-invest in my site, open my smoothie shop, even build my house.



Nicole Gaffney
Founder, Coley Cooks
Brigantine, NJ

Advertising fuels growth for small business content creators



With this ad revenue I don't have to chase down brands anymore, I don't have to sell my audience all the time. **I'm able to create content readers want to see and it earns money automatically with ads** that are relevant and high quality. It brought stability.

LaKita Anderson
Founder, Simply LaKita
Florida, USA



Coming from the relative security of Air Force military life to being self-employed in Iowa was a huge change. Creating this blog and being able to pursue it as a career has been such an incredible journey... **Ad revenue is my largest source of income for the site and with that, I've been able to work on Simplify Live Love full time**, invest in my passion for sustainability, and help people save money and live a greener life.

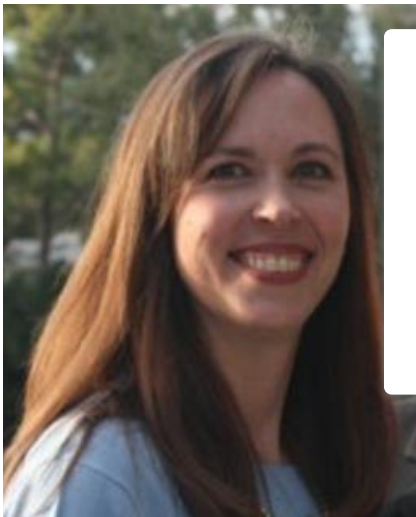


Michelle Marine
Founder, Simplify Live Love
Wilton, IA



Being able to successfully earn ad revenue on this site has had so many positive impacts. I've been able to hire people to help out, and explore new projects, but most importantly **I was able to become a business owner. And that's been the #1 impact by far.**

Angie Holden
Founder, The Country Chic Cottage
Columbia, TN



Ad revenue has given me the opportunity to continue sharing budget-friendly and easy recipes with people all over the globe. And **I'm able to expand and invest - I recently hired my sister to help me work on the site. So it's not only a full time job for me, but a job where I can hire other people to help.**



Julie Pollitt
Founder, Back to My Southern Roots
Clearwater, FL

Publishers choose
Google to help grow
their business

Publishers choose Google to help **grow** their business



AdSense gave us our first big boost in revenue. We tested a few other ad networks but **AdSense was able to help us earn the most.**

Hobart King
Founder, Geology.com
Uniontown, PA



With AdSense, we've been able to more than double and in some months even triple our earnings this year. **AdSense has allowed our small team to focus on creating content and improving the site experience, while Google provides the right ads for our audience.**



Lizzy Sherman
Co-Founder, Spa & Beauty Today
Los Angeles, CA



As a parenting app, user trust is really important to us - we want everyone to know their memories are safe. To enable our first-party data strategy, **we chose to work with Ad Manager and use the Audience Solutions tool because we wanted to centralize our ad serving across all platforms and devices.**

Marshall Massey
Sr Director of Revenue Operations, Tinybeans
New York, NY



Google AdSense is the one that moved the needle for us.



Horatiu Boeriu
CEO & Founder, BMWBLOG
Chicago, IL

Publishers choose Google to help grow their business



Since we started using Ad Manager we've seen **tremendous growth**. Having multiple ad networks compete against each other has helped increase our CPMs to the point that we're now earning 7x more per page than we were just two years ago. That additional revenue fuels new investments into the business to help us grow.

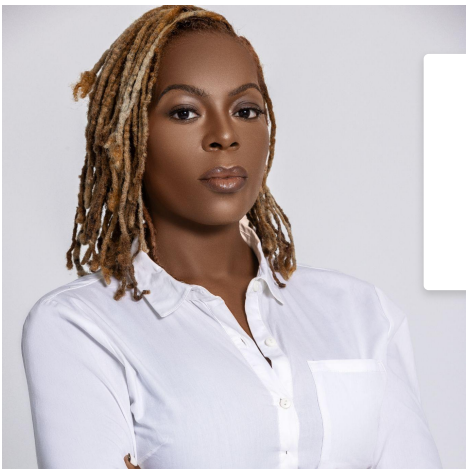


Steve Reitmeister
CEO, Stock News
New York, NY



Starting to place ads on our site with Ad Manager was like striking gold. We saw immediate revenue coming in each month to our business, literally 100% more than we previously had - it allowed us to earn money from all the spaces on our site that weren't purchased directly by sellers.

Paul Cook
Sr Director of Ad Operations, Trader Interactive
Norfolk, VA



We turned to Google's free tools like AdSense, Ads and Gmail because **they're proven to help small businesses**.



Ese Ofurhie
Founder, ENSPIRE Magazine
New York, NY



It's been 11 years now working with Google as our partner and business has been more successful than we could ever imagine; last year we even saw a 40% bump in revenue.

Justin Tipton
Founder, JRT Studio
Austin, TX



Publishers choose Google to help **grow** their business



We chose Google AdMob because it has several features that other networks didn't, such as support for house ads, a strong mediation test suite, and support for a variety of Header Bidding partners – plus the integration was actually pretty easy.

Jason Stock
Founder, Firecracker Software
Spokane, WA



I chose AdSense because it was by far the easiest ad platform to get started on. And now, I'm making more money with ad revenue than I could've ever imagined, **more than 300x growth in the last few years**, and it's blossomed into a business that supports me and my family of 7.



Nicole Thelin
Founder, LowIncomeRelief.com
Utah, USA



We have a really global audience - users from over 200+ countries visit our app and from what we've found, **only AdMob has been able to supply very good CPMs for every country.**

Dmitry Koltsov
Founder, eToolkit Inc
Lake Worth, FL



Publishers choose Google to help **grow** their business



Google is a really reliable partner. With Google AdSense, I know we are going to get paid every month on time... [Plus] Google's ad network has so many small businesses. And as a publisher, I love that I see local mom and pop businesses advertising on my site and that I can be a discovery tool for them as well.

Avi Wilensky
Founder, UpHail
New York, NY



Christine Mielke
Founder, Temptalia
Arizona, USA

We started with AdSense, then as more ad networks started popping up we went to Glam Media and used Google Ad Exchange as backfill. Eventually, Glam Media went bankrupt and **we chose Google Ad Manager as our next ad server. For me, Ad Manager was always the most complete and easiest platform to ramp up on** - there are a lot of tutorials that can help you get set up. I just moved my inventory over and it was easy and fast.

