BroadwayWorld.com increases revenue per visitor using Ezoic's Machine Learning and Google Ad Manager

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The challenge

BroadwayWorld.com, a premier NY-based entertainment publisher with +5 million monthly visitors, sought new techniques to expedite revenue growth and enhance visitor experiences. Previously, CEO, Robert Diamond leveraged Direct Brand Deals in Google Ad Manager as a primary source of monetization. Robert and his team began exploring different ways they could increase revenue and apply data to visitor segmentation and personalization. Ultimately, they selected Ezoic, a Google Certified Publishing Partner, to scale experiments and manage the progress of these goals. BroadwayWorld.com was most intrigued by Ezoic's technology as well as the opportunity to optimize and balance programmatic revenue alongside user experiences.

The approach

Without disrupting the site's existing operations, Ezoic integrated its machine learning technology into BroadwayWorld.com's Google Ad Manager account. Ezoic then performed automated visitor segmentation experiments on ad density and ad placements to learn how different visitors were affected. Based on thousands of machine-optimized simulations, every visitor was shown unique ad experiences. Ezoic's server-side integration seamlessly linked with the publisher's Google Ad Manager account to further optimize existing brand campaigns, mitigating the immediate need to adjust the account when direct deals had been filled or completed.

The results

In July 2018, BroadwayWorld.com increased their revenue per session by more than 35% with the help of Ezoic's machine learning platform. Instead of programmatic advertising taking over brand deal profits, they optimized both direct deal revenue and programmatic earnings with Ezoic's smart technology. Additionally, the publisher used Ezoic's proprietary Big Data Analytics suite to improve organic traffic and revenue per article by applying Ezoic's intelligent insights on Author Metrics, Scroll Percentage, Content Age, and more.
A combination of Ezoic's automated learning, decision-making, analytics and Google Ad Manager experience improved BroadwayWorld.com's overall revenue and UX in less than a year.

> " With Ezoic, we have a technology partner that actually understands the industry and has helped us take a more data-driven approach with our efforts. The platform has helped leverage our data to improve experiences and increase user value."

—*Robert Diamond, CEO*
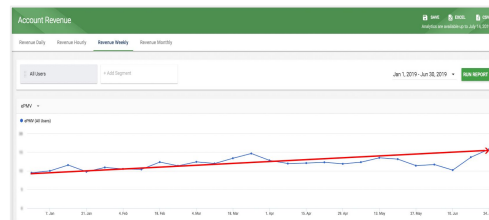
UX Improvements

Metric	Old Site	Optimized with Ezoic	Change
Bounce Rate	73.99%	67.06%	9.3%
Return Visitor Rate	35.85%	43.76%	22%
Engagement rate	73%	80%	9.6%
Engaged time / visit	00:39	00:42	7.6%

Source: BroadwayWorld.com's Ezoic Big Data Analytics account

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