

Brickseek's ad revenue doubled within the first few months of working with Freestar.



Freestar
Arizona, United States • <https://www.freestar.com/>



The challenge

Austin Sloan originally started Brickseek.com as a way to locate certain hard-to-find toy sets at retail stores. The website quickly evolved into a discounted reselling platform and community for unique items across many product categories and retailers. Originally, Austin began monetizing Brickseek.com using only AdSense. While Brickseek was content with their approach, there was still opportunity for growth and they wanted help to better understand the performance of their account. Brickseek was earning advertising revenue but struggled with the idea that they could be unknowingly leaving revenue on the table.

The approach

A quick Google search helped Austin find Freestar, a Google Certified Publishing Partner located near the Brickseek headquarters. After the initial in-person meeting, Brickseek felt confident and optimistic that partnering with Freestar would improve their ad operations and growth overall given Freestar's digital advertising expertise. Brickseek joined the Freestar publisher family in April 2018.

It only took Freestar a few days to get Brickseek set up, and the results immediately started to kick in. To understand the business and potential areas of growth, Freestar first reviewed different areas of Brickseek's business to provide recommendations, products, and services to increase revenue while maintaining a positive user experience. This included optimizing both mobile and desktop ad units, implementing a new multi-faceted video player and optimizing towards an ideal ad stack within Google Ad Manager.

The results

In just one month, from May 2018 to June 2018, Brickseek's revenue increased 81%. By the second month working with Freestar, Brickseek had officially doubled their revenue. Over the next six months, Brickseek consistently generated 50% - 60% more ad revenue than they were prior to signing with Freestar and continue to do so to this day.

Through the partnership with Freestar, Brickseek was able to enhance their digital advertising and publishing knowledge. While navigating the ebbs and flows of the digital space, Austin appreciates having the dedicated team at Freestar at their fingertips to provide industry explanations and expertise within ad monetization.

“I love the relationship that we've built [with Freestar] and we hope it only continues to grow. The increase in revenue has been nice, but the relationship and comfort the Freestar team has given us is invaluable.”

—Austin Vandever, Head of Marketing & Growth at Brickseek

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/

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