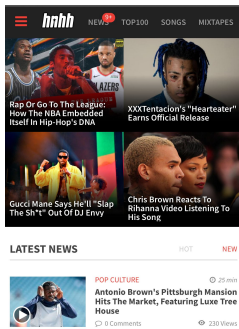


# HotNewHipHop sees 40X revenue growth after working with JW Player's Yield Optimization Team



JW Player  
New York, United States • [www.jwplayer.com](http://www.jwplayer.com)



## The challenge

HotNewHipHop, a comprehensive news site covering the latest music releases, needed a strategic partner to develop a robust video monetization strategy for its audience of over 20 million hip-hop fans.

The site wanted to collaborate with a technology partner that could provide premium demand sources and implement strategies to improve fill rates and increase CPMs while maintaining a strong user experience. HotNewHipHop chose to work with JW Player, a Google Certified Publishing Partner, for its expertise in video technologies and ad optimization services.

## The approach

JW Player connected HotNewHipHop to their Yield Optimization team that specializes in the implementation and optimization of video advertising strategies. After the initial consultation and analysis, the Yield Optimization team guided HotNewHipHop on best practices and provided the necessary resources to access a wide range of programmatic demand from Authorized Buyers using Google Ad Manager.

JW Player also helped HotNewHipHop implement Video Player Bidding, an in-house JW Player technology solution that integrates all the benefits of header-bidding directly into the video player.

## The results

From March to May 2019, HotNewHipHop experienced a remarkable 40X growth in revenue, from \$1,400 to over \$56,000. The partnership with JW Player provided the publisher access to the resources and expertise of the Yield Optimization team that helped grow revenues significantly.

Furthermore, by implementing JW Player's Video Player Bidding technology in addition to the Yield Ops team's guidance on best practices, HotNewHipHop saw a lift in their video advertising metrics across the board. The site experienced a 30% increase in CPMs and a 30X increase in impressions across Google Ad Manager within 3 months.

“From day one, we knew this project would be a success and that we were in good hands with JW Player. Their team demonstrated an unmatched set of knowledge and drive to support our team in developing better results.”

—Sara Derbedrossian, Founder of HotNewHipHop.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/](https://google.com/ads/publisher/partners/)

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