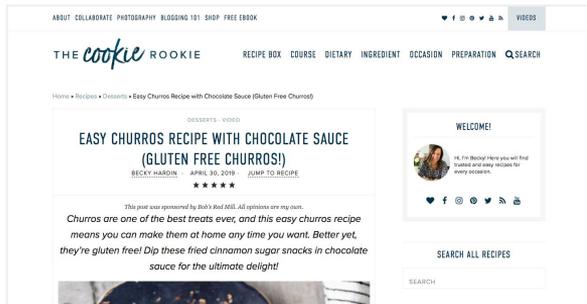


After partnering with Mediavine, video becomes The Cookie Rookie's highest earning feature



Mediavine
Florida, United States <https://www.mediavine.com/>



The challenge

[The Cookie Rookie](#) publisher and owner Becky Hardin was hesitant to capitalize on the increased revenue opportunity of video because she was concerned about slowing down site speeds. Becky was initially overwhelmed by the thought of enabling video, and was worried how her audience would react. "Once I realized that video was truly the future, I've focused on it heavily. I LOVE taking and editing photos, but knew very little about video," says Becky.

The approach

After a meeting with Mediavine, Becky felt reassured that she would receive high-level care from a company heavily rooted in video. Their mutual appreciation for applying best practices and learning industry trends illustrated their commitment to helping The Cookie Rookie succeed. Becky was eager to take advantage of Mediavine's in-house developed video player, a tool designed to enable high revenues with consistent and excellent site speed. In addition, Becky adopted exclusive features like "Up Next", where videos automatically advance to another selection with high paying pre-roll ad inventory playing in between, as well as "clickable" videos that entice viewers to learn more about the content they're viewing.

The results

Since their partnership with Mediavine, video has grown to become the highest earning feature for The Cookie Rookie. The company's search traffic has also increased by 130%, and their session RPM has nearly doubled. As they collaborated, The Cookie Rookie valued their partner's drive to produce top results, constantly improving their video player by ensuring higher returns and site speeds.

Becky believes the notable gains in each area are directly related. "Apart from even monetary gain, my readers love seeing a step by step video for as many posts as possible, and the more value I can add to them the better. I'm seeing a more loyal and engaged audience, and that is truly the most important aspect to blogging."

"Mediavine has improved so many aspects of blogging for me, from SEO to video. Building a strong and solid site is all encompassing and ads are a huge piece of the puzzle. Being able to trust that piece is being taken care of frees me up to focus on other things."

—Becky Hardin, Owner of The Cookie Rookie

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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