



## Revenue from Google AdSense fuels growth for Malaysia's Mobile88.com



### About Mobile88.com

- [www.mobile88.com](http://www.mobile88.com)
- Serves Malaysia, Indonesia, Singapore and the Philippines
- One of Southeast Asia's leading media properties, covering and reviewing mobile hardware and software

*"Since the beginning, AdSense has provided a very stable and consistent income. Even today, our AdSense revenue is continuing to grow".*

**— Gerald Lim, CEO, Mobile88.com.**



Mobile88.com is one of Malaysia's leading mobile portals, dedicated to covering and reviewing mobile hardware and software, including content and virtual goods media. The site also provides up-to-date news on the latest developments in mobile technology.

Launched in 2004, Mobile88.com now boasts over one million unique visitors a month and has 20 employees based in Malaysia, Indonesia, Singapore and the Philippines. Alongside its flagship site, Mobile88 currently has three regional websites, with another one set to go live in September 2013, and two more sites covering lifestyle, technology and gaming.

Gerald Lim, CEO of Mobile88.com, tells the story of how the company began its relationship with AdSense. "We looked at what other sites were doing to monetize and what were the most effective networks. AdSense provided the easiest way for us to get started. It was flexible, completely self-service and we could manage ads ourselves."

Over the years, as the relevance and quality of ads has continued to improve, Mobile88.com's relationship with AdSense has grown stronger, as has the company's partnership with Google.

Alongside AdSense, Mobile88.com uses DoubleClick for Publishers (DFP) to control how ads are served, Analytics to track and analyze performance and Webmaster Tools for site optimization.

Mobile88.com is continuing to expand into areas like digital content, virtual goods and rich media such as console-quality games via the cloud. Meanwhile, AdSense revenue is still helping to fuel growth. As Gerald explains, "Since the beginning, AdSense has provided a very stable and consistent income. Even today, our AdSense revenue is continuing to grow."

### About Google AdSense

Google AdSense™ is a program that enables businesses to earn revenue from their online content. Over 2 million publishers of all sizes worldwide use AdSense to show relevant text and display ads targeted to their site and audience. Website publishers can also provide Google search to their visitors, generating revenue through Google ads on the search results pages.

For more information, visit:  
[www.google.com/adsense](http://www.google.com/adsense)