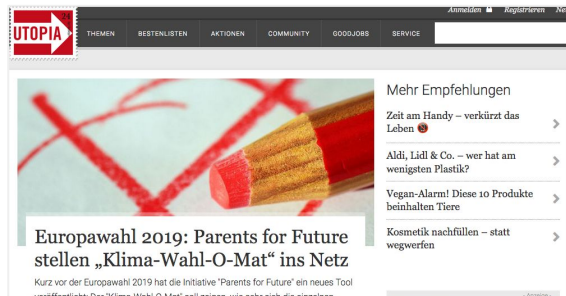


Utopia achieves a 30% increase in ad revenue using Traffactive's Monetization Platform

Traffactive

Traffactive
München, Germany <https://traffactive.com/en/>



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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The challenge

For many years, [Utopia](#) largely relied on an exclusive marketing structure of working with a dynamic sales house. However, this strategy proved to be too static and inflexible as Utopia struggled to optimize their advertising space and digital advertising revenues. To help improve the performance of their advertising revenue, Utopia decided to look for additional support from a Google Certified Publishing Partner.

The approach

Utopia partnered with Traffactive and together created a more flexible sales structure that would best suit the lifestyle company's immediate needs. Following best practices, Traffactive's yield management team advised Utopia to shift towards programmatic ad selling via Google Ad Manager - combined with premium direct sales of their ad products. In only two days, Utopia was able to implement Google Ad Manager along with Traffactive's Monetization Platform for professional yield management.

The results

After working with Traffactive and allowing them to update Utopia's revenue management systems, Utopia generated a 30% increase in advertising revenue (during the last four quarters). By partnering with Traffactive, Utopia was able to take advantage of expert consulting, consistent optimization suggestions, and detailed transparency.

“Teaming up with Traffactive, we’ve found a solution-oriented service provider who has understood our challenges as a publisher and implemented them in a target-oriented manner”

—Christian Riedel, GM Utopia GmbH

