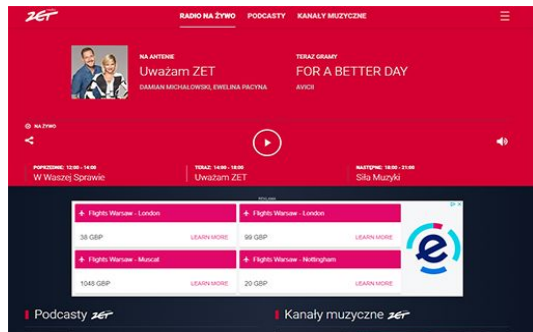


Eurozet partners with Waytogram and increases RPM by 174%



Waytogram Sp. z o.o.

Warsaw, Poland • <http://waytogram.eu/>



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The challenge

Eurozet is one of the leading media groups in Poland that owns various popular web portals, creates audio content, and broadcasts online radio programs. To capture higher ad monetization revenue, Eurozet wanted to make their online radio streams more appealing for both listeners and advertisers. Their approach was to focus on redesigning the website while letting an expert handle the ad stack optimization strategy.

The approach

Eurozet chose to partner with Waytogram for their extensive experience and creative ways for improving a publisher's ad stack. First, Waytogram introduced in-stream video ads in Eurozet's radio player to expand the site's ad monetization potential. Waytogram then re-organized and optimized the ad unit placements on the website to focus on the space where users spend the most time. Because visitors spend a lot of time with content on online radio streams, Waytogram enabled ad unit refreshes based on time spent in a single page view session. Lastly, Waytogram helped Eurozet adopt multi-size ads and opted-in to more ad technologies within Ad Manager's policy controls to allow more ad experiences on their site.

The results

From January 2019 to March 2020, this multifaceted approach for optimizing and improving Eurozet's ad stack resulted in a stunning **173.93%** uplift in RPM measured based on Google Analytics pageviews. The adoption of in-stream video ads increased the site's base RPM by **119.69%**. Improvements on the display ad stack topped previous RPMs with another **58.76%**. The above figures can be seen in the chart on the right. Implementing ad refresh intervals where users spend the most time increased the total number of ad requests by 8 times.

“I'm truly content with the long-term partnership between Waytogram and Eurozet. Over the years we've been shown regularly how dedicated advising on a strategic level can be. Their complex approach is exceptional.”

—Tomasz Sofuł, Digital Director of “Eurozet”

