CASE STUDY

Yieldbird helped Twoplayergames.org increase revenue by 55% with in-article and in-feed video ads

YIELDBIRD

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The challenge

TwoPlayerGames.org is a popular gaming website dedicated to 2-player games and has the largest selection of titles in its specific field. Their main revenue source is advertising and they wanted to improve their results. TwoPlayerGames wanted to increase eCPMs and explore a video monetization strategy but lacked video content and video monetization expertise.

TwoPlayerGames decided to partner with Yielbird, a company specializing in programmatic monetization and ad inventory management. Yieldbird supports both independent and corporate publishers to improve their programmatic strategies and offerings while maximizing revenue.

The approach

To help TwoPlayerGames.org increase eCPMs and explore video monetization, Yieldbird implemented in-article and in-feed video ads on almost all the website's ad units in Google Ad Manager 360. With these ad formats, TwoPlayerGames could allow video ads to directly compete with their existing display inventory. The set-up of in-article and in-feed ads also does not require the use of a video player or existing video content.

To implement this format, Yieldbird modified the ad tags without making any changes to the website's backend development. The video ads were displayed in existing ad slots within the content of the website, using only the advertiser's video asset. No additional styling or ad components were needed.

The results

From March 2018 to June 2018, TwoPlayerGames.org experienced eCPMs that were up to **13 times higher** than display-only creatives. Allowing video ads to appear in existing display ad unit slots and compete directly with display demand resulted in eCPMs being substantially higher for display ads as well. As a result, TwoPlayerGames was able to increase their programmatic revenue by **55%.**

"In-article and in-feed formats helped us improve our programmatic performance by as much as 50%. They allowed us to show video ads without needing to create video content or use a video player. The scale of the video impressions was not extremely high, but because their eCPM was 13 times higher than the regular display, it generated a significant impact."

—*Hamit, Owner* of *Twoplayergames.org*

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