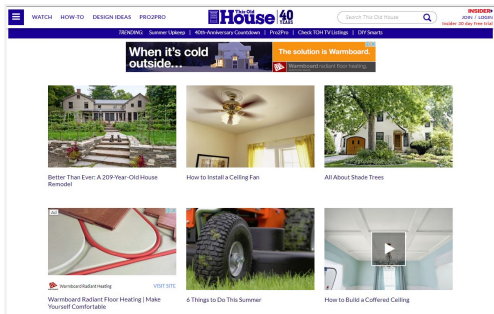


# Yourbow increases revenue for This Old House with Native Ads and Google Ad Manager



Yourbow  
United States • [www.yourbow.com](http://www.yourbow.com)



## The challenge

[This Old House](#), one of the largest multi-platform home enthusiast brands, initially created a native ad unit to promote sponsored website articles. However, the publisher had trouble signifying the purpose of the native ad unit and struggled with monetizing their programmatic ads. Equally as important, This Old House also wanted to retain their website's user experience and design.

## The approach

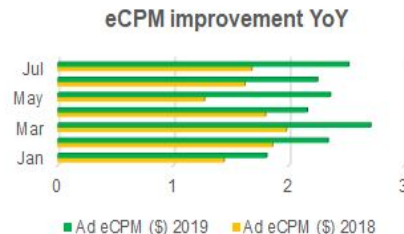
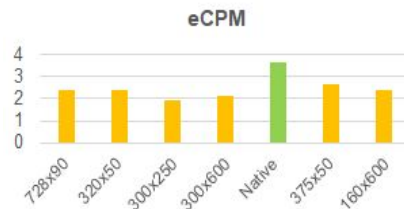
Google Certified Publishing Partner, YourBow, stepped in to provide ad ops and platform support with the goal of increasing the publisher's revenue while maintaining the website's original elements. YourBow followed Google Ad Manager standards for Native Ads and created a style with the same look and feel as other articles in the featured articles list. They applied all Ad Manager Native ad elements to incorporate the ad unit into the site's layout. As they conducted more tests and tweaked formats, this native ad soon became the best performing ad unit on the publisher's site with an exceptionally high eCPM.

## The results

Since optimizing their native ad units, This Old House increased their overall ad eCPM YoY by an average of 40%. In May, eCPM rose by 86%. By analyzing the publisher's inventory and applying their knowledge of the programmatic landscape, YourBow delivered incremental revenue with custom, integrated native ads. The publisher concluded that the key components to their successful partnership included the Yourbow team's combined, implementation expertise along with their extensive understanding of the marketplace.

“The addition of the Ad Manager native slot drove CPM and revenue growth for our native placements. It is now one of our best performing programmatic units on the site helping to drive up our overall eCPM.”

—Daniella Clavell, Director of Programmatic, This Old House



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/](http://google.com/ads/publisher/partners/)

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