

JUST AUTO

YIELD MANAGEMENT

JUST AUTO ACHIEVES STEADY REVENUE GROWTH WITH PUBLIFT

GOALS

-  Improve performance of non-direct ads
-  Improve user experience through higher ad relevance
-  Increase overall ad revenue

ABOUT

Just Auto Classifieds Network includes:

JUST CARS **autotrader**

20m+

Monthly Impressions

APPROACH



Introduced best performing networks to compete with AdX



Added new native ad revenue



Optimised priority settings & pricing for remnant networks in DFP SB

CPM up
65%



RESULTS

Monthly ad revenue increased by 50% after 4 months
Page CPM increased by 65%

NEW REVENUE CHANNELS & IMPROVED REMNANT PERFORMANCE

Publift approached Head of Digital, Preoshun, about adding new ad products to the site and improving revenue from the remnant ad channel. By introducing new native style ad formats and adding the best remnant networks to compete dynamically with Google AdX, Publift delivered new revenue and higher CPMs for remnant ad impressions.

“Publift added new ad revenue through native style ad formats and increased the performance of existing platforms significantly. They do the heavy lifting so our team can focus on our core revenue channels.”

Preoshun Poonasamy - Head of Digital, Just Auto Group