



YIELD MANAGEMENT

OZBARGAIN EXCEEDS TARGET REVENUE WITH PUBLIFT

GOALS

- Increase overall revenue by a min 30%
- Serve more relevant ads
- Not negatively impact site user experience

ABOUT

OzBargain is a community driven e-commerce site with 2m unique users, which aims to bring the best deals and bargains to Australian consumers.

50m +
Monthly Impressions

APPROACH



Set up dynamic allocation & yield management optimisation

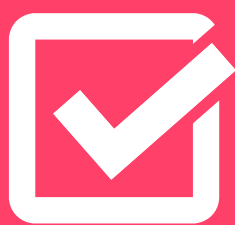
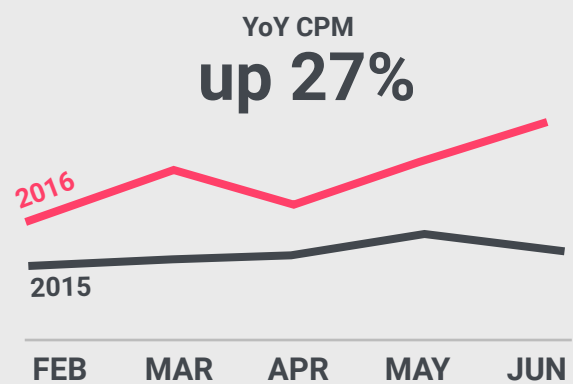


Optimisation of Ad layout on site



Set up and management of private deals

revenue up
44%



RESULTS

- 44% increase in ad revenue YoY
- 27% increase in average CPM YoY
- Over 60% growth in site audience YoY

NEW REVENUE CHANNELS & IMPROVED REMNANT PERFORMANCE

Publift took on display ad management from OzBargain Founder Scott in February 2016, so he could focus growing the site community. As well as managing existing ad channels, Publift added new ad technology which allowed for more real-time competition between networks and programmatic deals. Publift also analysed ad layout for both desktop and mobile - suggesting optimal sizing, position and functionality for ad units to drive the highest possible yield. Finally - mobile page speed optimisation has begun to increase mobile ad requests reaching the ad server.



“Publift bring cutting edge technology & insights driven by their vastly experienced team of developers & programmatic experts. Their solutions mean I can concentrate on building content knowing my ad revenue is in good hands.”

Scott Yang, Owner, OzBargain

