

CASE STUDY - CLASSIFIEDNY.COM

“With high performing ad units, good CPM, and high fill rate, AdTradr is much better than any other monetization platform we are currently using.”

“Since working with AdTradr, our overall CPM and revenue have shown a consistent, positive growth.”

“We are very grateful for your continuous help and guidance on improving performance.”

ABDUL WASEEM





Owner of Classifiedny

THE CHALLENGE

Classifieds.com provides a user-friendly and transparent online market place where customers can freely advertise and buy classified items.

Their goal was to unlock the full potential of their traffic and maximize revenue. They needed a programmatic partner who could deliver competitive CPMs at a consistently high fill rate.

THE SOLUTION

-  Handpicked a combination of exchanges, networks and DSPs that would best address their traffic and deliver optimal CPMs.
-  Analyzed the page structure of the website and formulated strategic ad positioning guidelines, taking UX and monetization under equal consideration.
-  Diversified their portfolio of high-performing ad units.
-  Measured ad unit performance and increased volume where we saw higher revenue potential.

THE RESULTS

- Increased the number of ad units and scaled up revenue while maintaining a pleasant user experience.
- Achieved 329.7% revenue growth since February.
- Doubled the amount of traffic.

