

CASE STUDY

India's Leading Independent Entertainment Portal - Pinkvilla - Increased its MoM Ad Revenue With AdPushup

ABOUT THE PUBLISHER

Pinkvilla specializes in Entertainment, Fashion, and Lifestyle stories. It was founded in 2007 by Nandini Shenoy. By operating in India and USA, Pinkvilla is one source for Bollywood news & gossip, Bollywood movies, Bollywood fashion, and TV news.

Website: www.pinkvilla.com

Industry: Art and Entertainment

Monthly visits: 33M

Global rank: #1,040 (India)

We were looking to optimize our revenues from existing setup and we've used AdPushup for services like to run bottom sticky ads on our website and performance was good hence we planned to explore more opportunities with AdPushup.

— Sanket Vora
Sr. Ad Operations Manager,
Pinkvilla

GOALS AND CHALLENGES

Sanket and his team were looking for ad revenue optimization solutions and stumbled upon AdPushup via our blog. At first, they wanted to optimize their mobile traffic.

Since Pinkvilla already has in-house ad operations and sales team, they were implementing and trying many other solutions as well. But needed the right expertise and technology to ramp up the programmatic advertising wing.

“We explored other solutions before AdPushup and they are meeting our expectations,” said Sanket.

While signing up with AdPushup, Pinkvilla’s objectives were:

- Mobile revenue optimization
- Better reach to premium demand
- Timely assistance and query resolution

SOLUTION DEPLOYMENT

Given the size of traffic, our team did a thorough analysis of the ad stack. AdPushup’s setup for Pinkvilla was up and running in a couple of weeks. Soon, an account manager was assigned to look for better monetization opportunities.

In the month of May 2020, we were able to monetize mobile bottom sticky placement for Pinkvilla. Soon, Sanket saw the opportunity to optimize our demand pool by expanding the features they were using.

In the month of November 2020, we went live on the entire website by offering them our complete demand solution along with our [Hybrid Header Bidding](#)[^] through Prebid and [Active View Ad Refresh](#)^{*} features.

“We believe that demand that AdPushup has is good – they have access to EBDA to monetize inventory using premium DSPs. We’ve seen some growth in our revenues due to this setup and we are expecting to increase it in the future.”, he added.

[^]Hybrid header bidding is part of AdPushup’s fully-managed wrapper built on top of Prebid.js, which features client-side and S2S bidding, API-based automation, unified reporting, and out-of-the-box tier-1 demand.

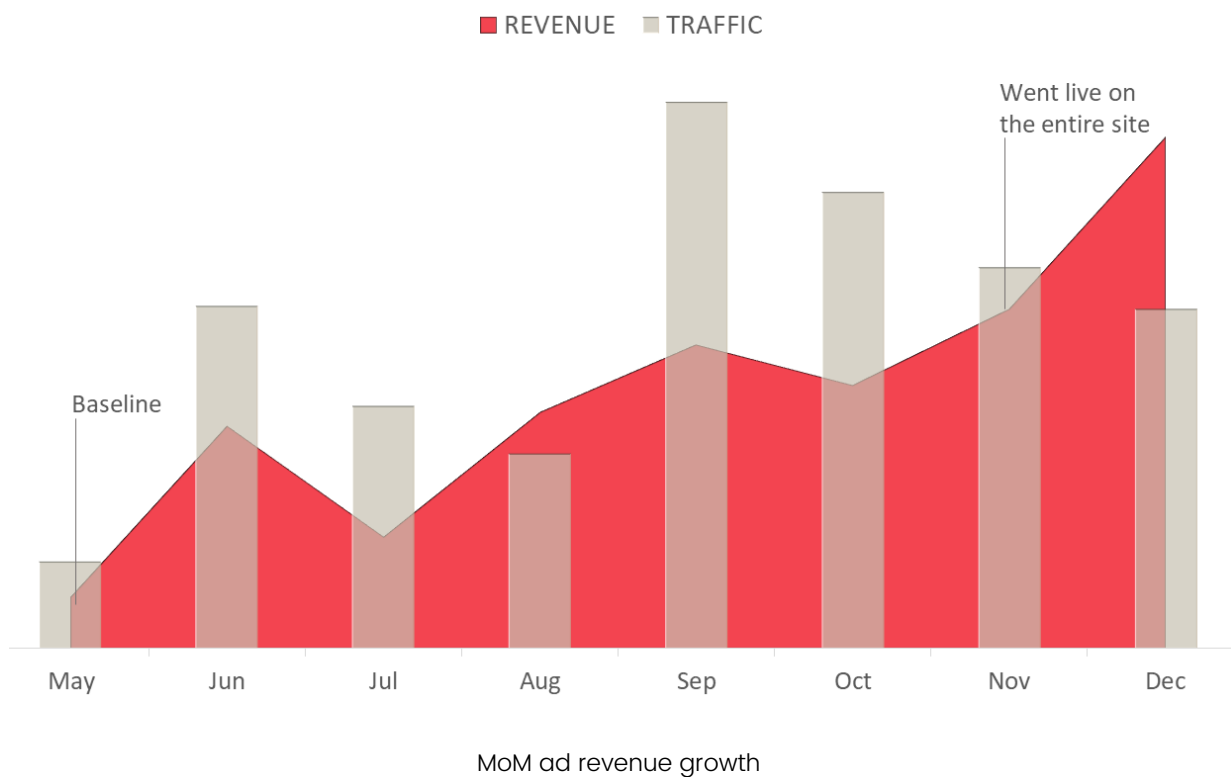
^{*}Active View Ad Refresh helps publishers grow their session-level ad revenue by growing ad impressions served, without harming the website’s user experience or negatively affecting the ad viewability score.

RESULTS

We, at AdPushup, use machine learning to optimize campaigns for our clients. This, generally, results in better performance with passing months.

With the combination of solutions deployed, Pinkvilla achieved a 408% increase in revenue (first month vs. fifth revenue with AdPushup) while we were live on mobile sticky placement and a 50% in ad revenue (first month vs. second month live on entire site).

Note: This data only represents revenue generated by AdPushup for Pinkvilla. The overall Pinkvilla's revenue should vary.



AdPushup was formed with a simple idea: While A/B testing was getting popular, no one was using it to optimize ad layouts. Our founders built a simple prototype, which resulted in double-digit revenue growth for our first publishing partners. Today, we optimize 4B+ monthly ad impressions for 300+ publishers. We are a Google Certified Publishing Partner (GCPP), backed by Microsoft Ventures, and members of IAB & TAG. To know more, write to us ta_sales@adpushup.com

