How AdPushup Helped SummitPost Maximise its Revenue by Improving CTR by 2X

Background

SummitPost is a niche community focused on climbing, mountaineering, hiking, and other outdoor activities. The site is built by its members, who contribute photos, trip reports, how-to articles, et al, and further shape the content by voting on other members' work to keep the best content on top.

Website: https://www.summitpost.org/
Industry: IAB17-8 (Climbing)
Monthly pageviews: 600,000+
Alexa rank: 9,851 (US)

The Challenges

Matt Miller, SummitPost's lead developer, discovered AdPushup when he began looking for a solution that would optimize ad layouts and revenue, with minimal oversight on his part.

"It was time to make the ad serving on the site more modern and to optimize profit. I had an email discussions with a few other vendors, but AdPushup came highly recommended, so I wanted to give them a try first," says Matt.

Matt signed up with AdPushup with the objectives of:

• Optimizing ad layouts without introducing unnecessary clutter within content
• Maximizing yield on inventory

The Optimization

AdPushup integrates quickly. According to Matt, "The actual implementation of the code only took a few minutes; the approval process for some demand sources took a few days. Everything was up and running well within a week."

In that time, AdPushup Ops team had set up multiple variations to test against the site's original ad layout ('Control'), which receives a part of traffic during the entirety of AdPushup optimization to keep track of performance.

SummitPost.org visitors arrive via search to its user-generated content. "Our business objective is to retain and convert these visitors into active members who contribute their own stories," says Matt.

"That's where we directed most of our layout optimization focus," says Subrat Tyagi, Product Specialist at AdPushup. "In the interest of better yield, we tested more aggressive layouts on page groups that get the most traffic—images, posts, and new content, for instance."

"AdPushup helped us achieve significant revenue uplift through strategic ad placements and by connecting us to demand that we couldn't access on our own."

The platform automatically and continuously optimizes placements, sizes, and colours; determining the best combination to render based on performance metrics like CTR. The Ops team introduced AdPushup's Premium Demand to optimized layouts for higher CPC ads; allocating another part of traffic to it to measure demand source performance.

The platform continuously adjusts traffic distribution between variations in real-time, based on performance to ensure consistently increasing overall revenue.

The Results

Using a combination of AdPushup's ad layout and demand optimization features, SummitPost.org has achieved **70.4% increase in Page RPM** and **150% increase in Page CTR**[1] on its highest traffic page groups. AdPushup Ops recently began testing our custom Header Bidding solution on SummitPost.org. As of now, the yield compares favourably against Control.

Further testing is underway to ensure consistent performance. With AdPushup continuously optimizing their ad layout and yield, SummitPost.org team is directing its efforts towards search engine optimization and overhauling the site layout to make it responsive and mobile-friendly.

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[1] For a test duration of 60 days compared against Control layout and demand, with approximately 80-20 traffic split in favour of AdPushup variations.