

★PubGalaxy

SUCCESS STORY:



www.programiz.com



About PROGRAMIZ

Programiz is an educational website for programming languages, built by a small team of passionate developers constantly working to create free resources and easy-to-understand instructions for their audience.

Their tutorials and examples are viewed from all across from the globe by millions of users. In the publisher's words:

"Programiz is the go-to resource for most students learning C, C++, R and Python programming languages not only in Nepal, but all over the world."

Since June 2018, PubGalaxy has been advising Programiz on various aspects of the programmatic industry. Our partnership is based on trust, shared business goals, and constant improvement of their monetization strategy. This includes not only revenue driving tactics, but also support in terms of improving user experience, ad quality and compliance with GDPR and Google regulations. To keep producing great results, we've been working together to deliver new revenue streams, implementing new monetization solutions and negotiating high-value direct advertising deals for the publishers' inventory.

The Collaboration



Strategy

Web property evaluation and developing a unified monetization strategy.



Plan

Developing an actionable plan for execution and defining the points of collaboration.

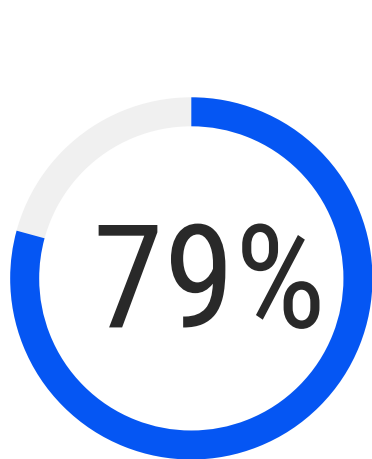


Monetization

Accountability, ongoing support and constant chase of the publisher's monetization goals.

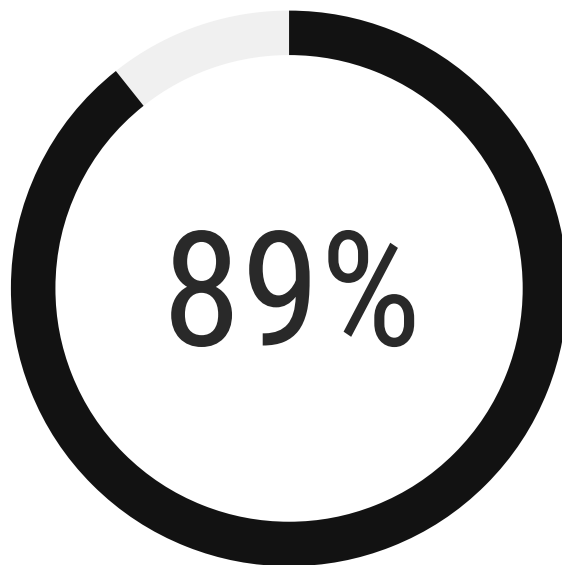
Smart React

Our dynamic ad refresh solution (Smart React) has become an essential part of Programiz's monetization strategy for various reasons. The website has constantly evolving user engagement and stable monthly traffic, so implementing PubGalaxy's smart ad refresh technology was the obvious decision. It proved to be a perfect fit, as it combines engagement, viewability and time-based triggers to reload placements, with next to no added latency.



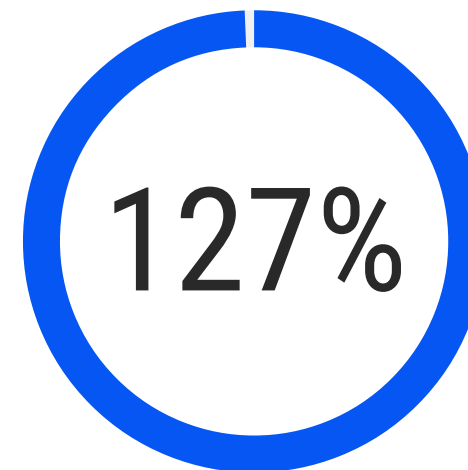
Viewability Increase

After replacing time-based ad refreshing with Smart React.



Revenue Increase

After utilizing our Smart Auto Refresh solution.



Page RPM Increase

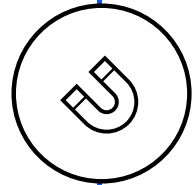
With the incremental inventory generated by our technology.

Direct Deals

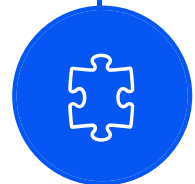
The PubGalaxy team also assists Programiz to sell their inventory directly to advertisers. The website's content, user engagement and GEOs are quite appealing for buyers and agencies, with both programmatic guaranteed and private auction deals being launched for EMEA countries & the US. We've built a solid publisher profile in a number of platforms such as Google, AppNexus and Rubicon, which resulted in relationship expansion and delivered high-paying deals, generating additional revenue each month.



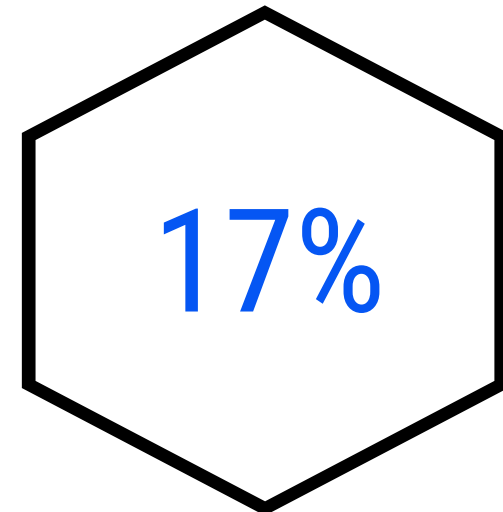
Carefully built seller profiles on major platforms



Packaged inventory with similar websites to gain access to large-scale campaigns



Secured niche demand for Tier 2 & 3 GEOs to optimize the low end



Revenue Uplift for niche GEOs

PROGRAMIZ & PUBGALAXY

The collaboration between Programiz and PubGalaxy is going strong towards achieving the goals set for 2020. The key focus is supporting them with their online business growth, helping them explore new monetization opportunities and consequently increasing their ad revenue.

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“Before using PubGalaxy, we used to spend a significant amount of time on ad operations. Since PubGalaxy started handling our monetization, we hardly spend any time on adops while our monthly revenue has increased substantially. Furthermore, we can always expect quick, reliable communication from the PubGalaxy team if we have any questions.”

Ranjit Bhatta

Programiz