

PubGalaxy

# GSMarena

## Case Study





## About The Publisher

GSMarena.com is a premium publisher from the tech vertical, attracting over 68M monthly visits from all over the world with news and information about mobile devices.

## A PARTNERSHIP WORTH EXPLORING

Nowadays handling content creation, programmatic and direct campaigns requires substantial resources for managing demand partners, advertisers, analyzing data, keeping up with trends and industry developments.

Having started as a publisher (PhoneArena.com), PubGalaxy was at an advantage of understanding, AND having experienced, all of these challenges on its own. Plus, having a full-blown team of monetization experts, managing hundreds of other websites, made things easier.

Back in August 2018, GSMarena decided to entrust the monetization of its mobile inventory to PubGalaxy, as a test run, and only a month later - desktop as well.

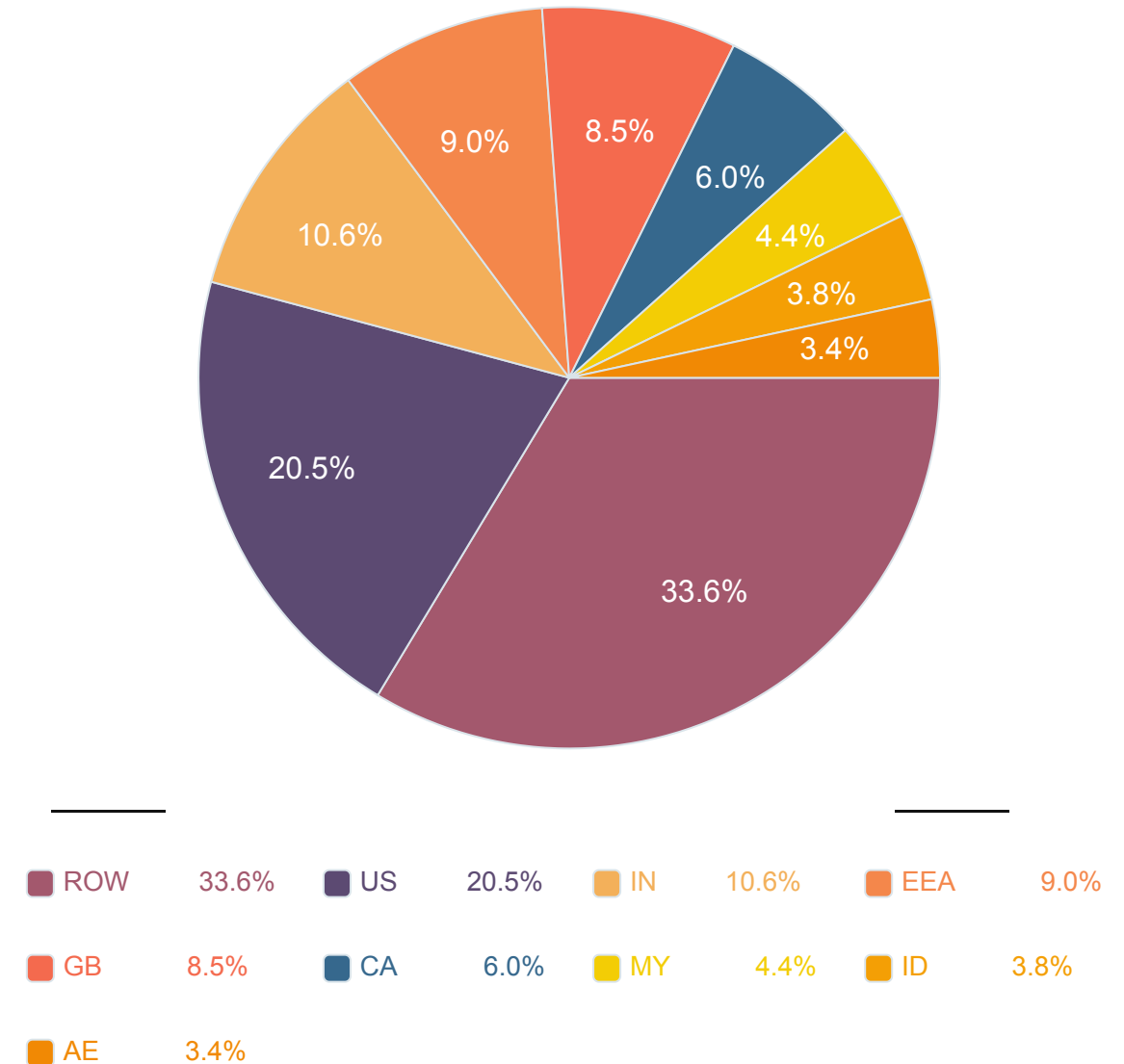


# MAKE TRAFFIC WORK FOR YOU

A specific characteristic of GSMarena.com is that they attract sizeable traffic volumes from multiple geographies, as opposed to having their readership concentrated predominantly in one country. This creates a meaningful opportunity for location-specific optimizations.

In the case of GSMarena, we have identified 9 geographies that need to be managed separately for optimal results. Our Yield experts have created separate setups with separate rules for each of them and they are being monitored and optimized according to each region's specifics.

## Revenue by Geo

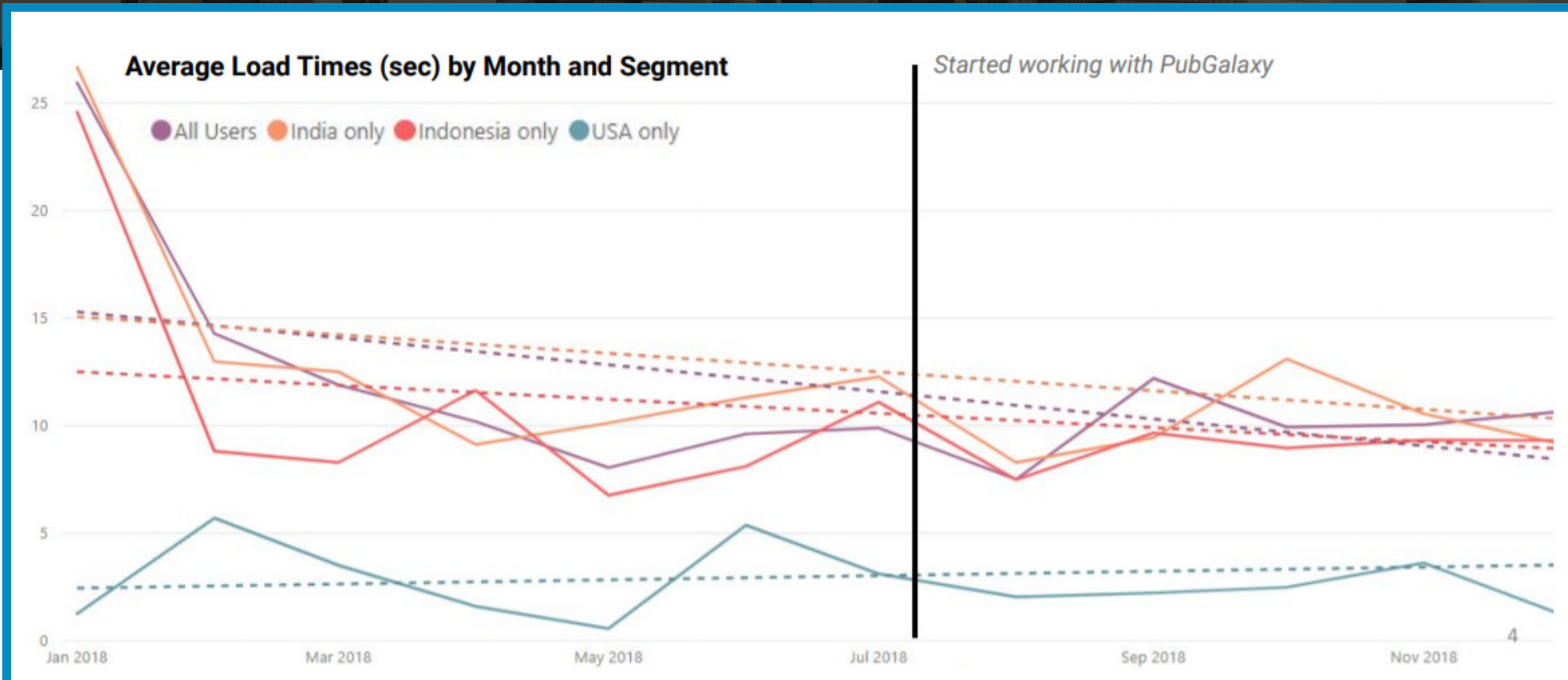


# MANAGING SITE SPEED

User experience is a concern of any publisher who wants to keep and grow their loyal audience, and GSMArena is no exception to the rule. That's why site speed is among the top metrics being monitored and optimized.

In the case of GSMArena, sizeable traffic comes from multiple locations across the worlds, which creates further complications when optimizing for speed. In order to find the optimal Header Bidding timeout rate for all geos in the mix, we have conducted numerous tests with load time.

The solution we came up with involves separate wrappers for Mobile and for Desktop, which have separate timeout rates. This allowed us to achieve maximum optimization of the wrappers with minimum impact on UX.





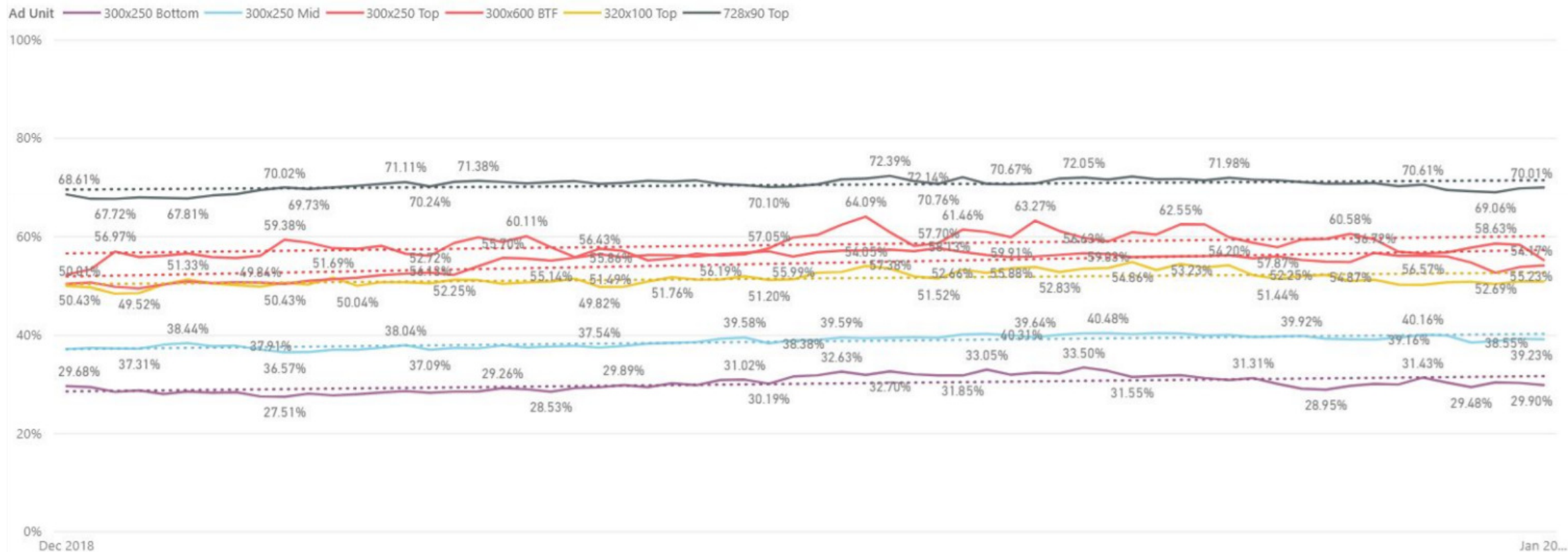
# VIEWABILITY

In addition to site speed, we constantly monitor ad unit viewability.

Besides indication of any UX problems, the data can be useful when negotiating with advertisers as it provides a good insight into which are the top spots to be pitched for the specific campaign goals.

As the monetization model of GSMarena includes both CPM and CPC spots, it's important to track the ad spots' viewable time as the difference pricing models need to be optimized taking different specifics into account.

Average of Active view viewable by Days and Ad Unit





## MANAGING ADVERTISERS

As a recognized brand and a go-to source for millions of tech enthusiasts, GSMArena naturally attracts a number of large-scale advertisers.

This means significant demand for GSMArena's inventory and an optimization opportunity: setting specific pricing rules for the major advertisers and those with increased interest in the site's inventory.

For optimal results, the setups are managed on several levels, including ad unit, device, geo and advertiser, applying different pricing rules for each separate combination.



# The PubGalaxy Hybrid Model



**Client-Side  
Header  
Bidding**



**Tag  
Integration**



**S2S SSP  
Integrations**

## DRIVING RESULTS

Our approach is based on a hybrid model between S2S integrations, client-side header bidding, and tag-based integrations. Each type of integration has the optimal number of partners in the mix, and we constantly work on improving it over time.

Additionally, we utilize bid range analysis in AdX, which is an instrumental tool for determining and optimizing the specific pricing rules we use in the setups.

We compare bid-level data in order to discover where the largest concentrations of bids occur and what the relationship between winning price and closing price is.

This directly correlates to our price-floor optimization mechanisms and helps us preserve the value of the inventory at its maximum levels.





30%

Revenue increase from the ad spot with **Auto Refresh**: Oct.2018 vs Jan.2019  
(despite 16% less pageviews in January and overall lower performance expectations)

# TESTING AUTO REFRESH

**Auto Refresh** is a great source of incremental revenue, when implemented correctly.

Our analysis of GSMArena's inventory identified a single ad unit, for which auto refresh would be appropriate, without a negative impact on user experience.

We recommended a test to the publisher back in November 2018. The performance matched our expectations and auto refresh has become a permanent solution for that ad spot.





## BEYOND MONETIZATION

As one of our premium customers, GSMArena gets access to a full-blown Publisher Success Team, which not only takes care of day-to-day operational work regarding monetization, but also provides consultation and support, based on PubGalaxy's experience with hundreds of other publishers.

This includes monthly and ad hoc meetings and updates, regular reports and analyses, recommendations from the team and emergency support. Furthermore, we provide assistance with advertising requests to the publisher by evaluating the demand partners and integrating the ones who would add value.