



# AndroidGuys

## Case Study

**★ PubGalaxy**

## BACKGROUND

Before working with PubGalaxy, AndroidGuys had a long journey through the programmatic ecosystem. Here are some of the highlights:



Learned the basics with Google AdSense. However, ads were not always relevant and there were many opportunities for higher revenue.



Discovered partners that can actually provide contextual ads & higher revenue opportunities, but there was the experience was still far from ideal.



Continued exploring numerous advertising partners. It's was difficult to find the right platform when there are so many options, but AndroidGuys were committed to explore all their options.



## TRANSITIONING TO PUBGALAXY

AndroidGuys has been partnering with PubGalaxy for more than 2 years when PubGalaxy created the Premium Program and offered it to Scott.

### The concerns

It sounds good on paper, will it live up to the promises?

What will be required of AndroidGuys?

Will there be a need to do something different technically?

# THE PUBGALAXY PREMIUM EXPERIENCE



Everything is taken care of by the PubGalaxy team managing the account



Numerous opportunities for incremental revenue are being tested



Clear and consistent uplift in ad revenue right from the start



More time for the publisher to focus on content and their audience

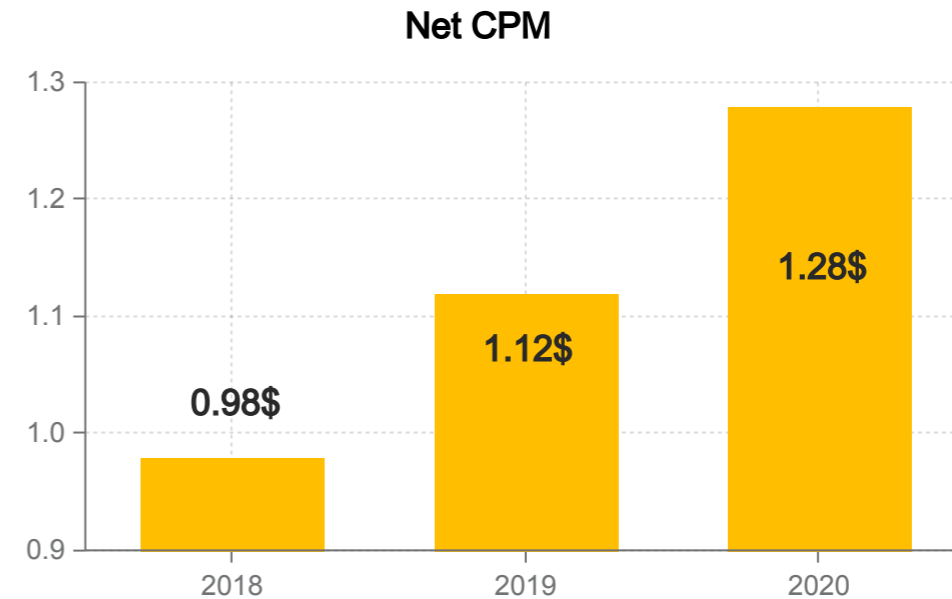
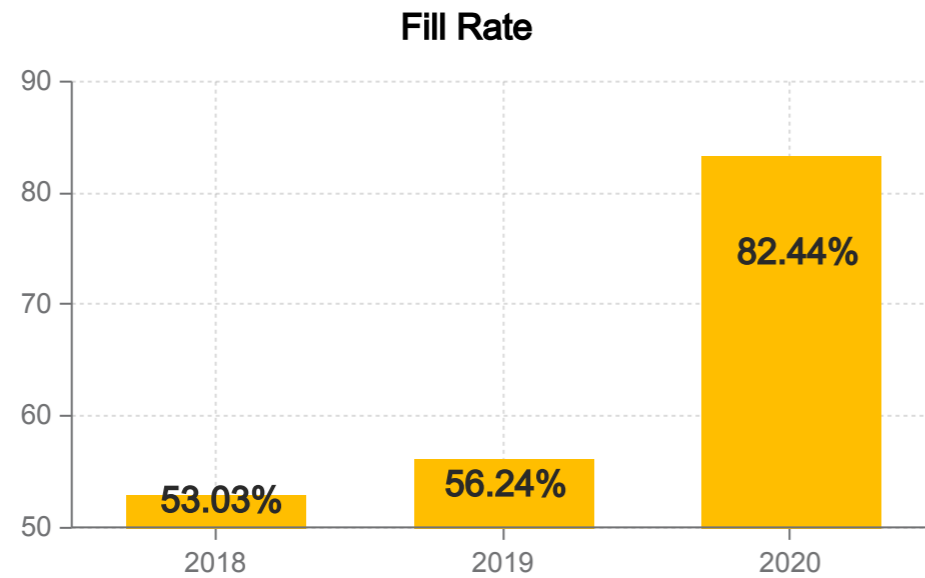


PubGalaxy is really helping me get a feel for you know what can be done for the site opportunity wise. And the best thing is I don't have to focus on that stuff, I can kind of manage that and I can sit back and focus on running the website itself, and worry about my writers and the content.



# RESULTS IN NUMBERS

PubGalaxy continuously implements optimization tactics, the latest ad technology and new opportunities for revenue growth. Here are the results.





# The Feedback

"If I were to choose one word to describe PubGalaxy, I would say 'proactive'. I don't ever have to really chase them down for anything. If I have any questions, they are quick to answer, but a lot of times my questions are answered before I even have to ask them."

- Scott Webster -  
Founder & Editor-in-Chief  
AndroidGuys.com

---



[hello@pubgalaxy.com](mailto:hello@pubgalaxy.com)



[www.pubgalaxy.com](http://www.pubgalaxy.com)