



# AndroidGuys

## Case Study

**★ PubGalaxy**

# A DECADE OF MENETIZATION LEARNINGS



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



Discovered partners that can actually provide contextual ads & higher revenue opportunities - still wasn't really in love with the experience.



Explored numerous advertising partners: it is hard to find the right partner when there are so many options, but you should always look for the best fit for You.



## AN OPPORTUNITY TO CONSIDER

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

### 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

 **45%**

Net Revenue Growth  
Q4 2017 vs Q4 2016



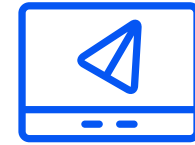
Everything is taken care of by the PubGalaxy team managing the account



Numerous opportunities for incremental revenue are explored and tested



Clear revenue uptake



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

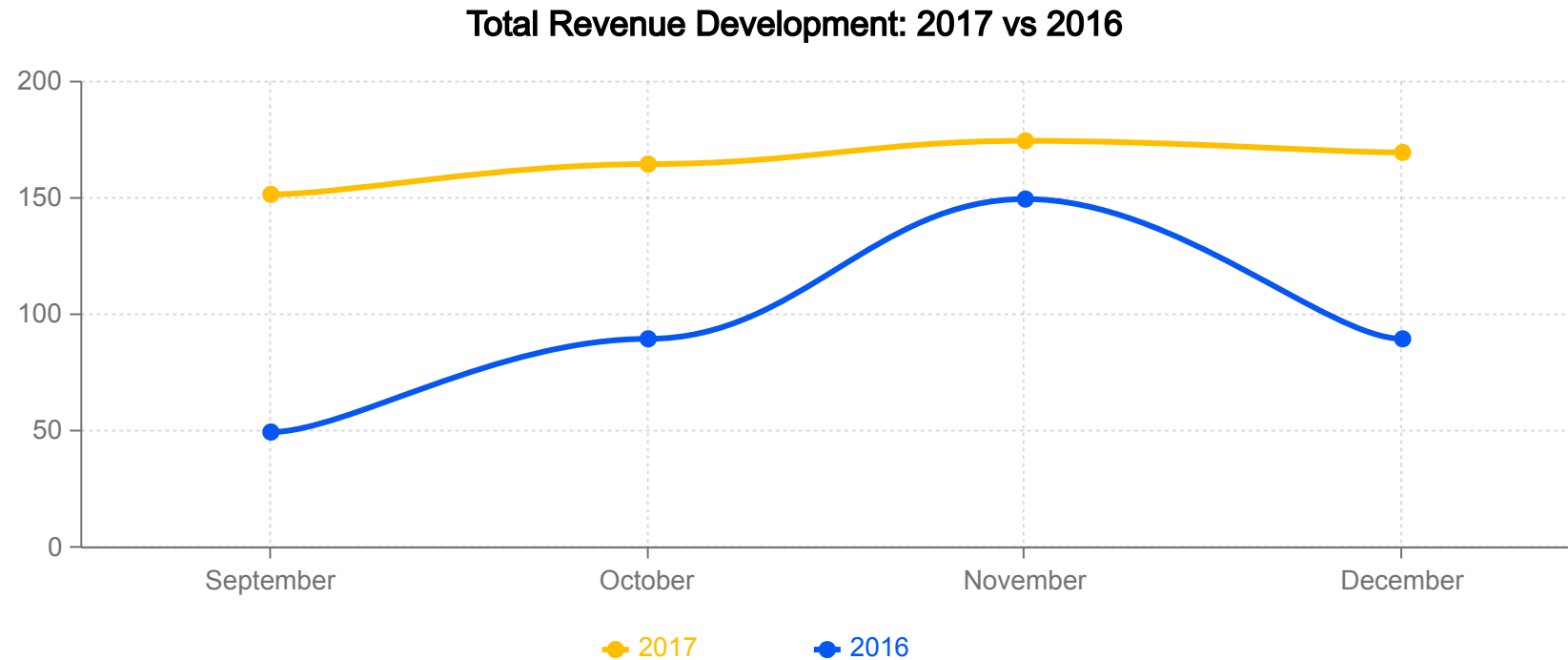
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PubGalaxy is really helping me get a feel for you know what can be done for the site opportunity wise. And the best thing is I don't have to focus on that stuff, I can kind of manage that and I can sit back and focus on running the website itself,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

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# FACTS BY THE NUMBERS

End of May 2016 AndroidGuys started monetizing via PubGalaxy Premium. The PubGalaxy team continuously offers incremental revenue opportunities and layout improvements, and the results were quick to follow:





# 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**

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