

PubGalaxy

notícias
automotivas

Case Study



LAYING THE PARTNERSHIP FOUNDATIONS

NoticiasAutomotivas started monetizing their inventory via PubGalaxy at the end of 2016.

We noticed opportunities for optimization and improvement of the user experience, so we suggested layout revamp. In our mobile-first world, to reach the full potential of the property, it is crucial to have a great mobile website.





THE PREMIUM EXPERIENCE

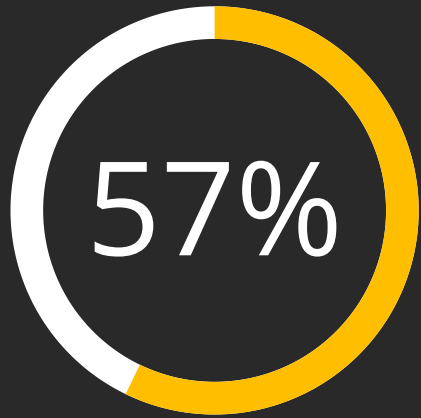
PubGalaxy Premium is all about making the life of publishers easier: we take care of all ad monetization needs, provide strategic consulting and make sure that yield is maximized.

NoticiasAutomotivas needed a revamp of their desktop & mobile layouts. Our experts mapped the mobile equivalents of the desktop units and implemented several UX improvements.

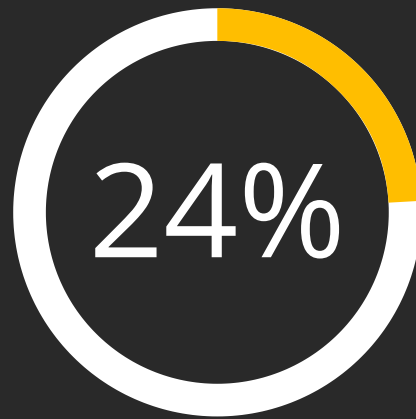
Ad spot numbers were decreased and rearranged to achieve higher ad viewability and increase inventory value.

Additional AMP (Accelerated Mobile Pages) ad space was introduced along with further optimizations for mobile.

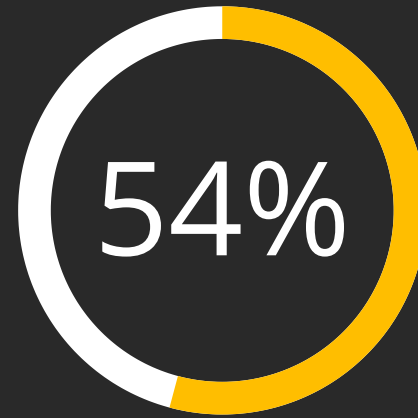
THE RESULTS



**Increase in Net Revenue Per
Mille (mille = 1000
impressions) for desktop.**



**Increase in Net Revenue
Per Mille for AMP**



**Increase in total Net
Revenue Per Mille after
going Premium**

THE FEEDBACK

"PubGalaxy has been consistently offering great support and new opportunities for a greater revenue every month."

Eber do Carmo

Founder of NoticiasAutomotivas

Sarah W. Peach