

DATA-DRIVEN INSIGHTS

# BALANCING REVENUE

ADS, OFFERS, AND AFFILIATES

HIGHER REVENUE

BY: JOHN COLE, CCO@ EZOIC

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# John Cole

CHIEF CUSTOMER OFFICER @ EZOIC

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Formerly an officer in the Royal Navy, John has co-founded several online businesses in the Publishing and Ad Tech space. After co-founding Mediarun, which was sold to Adknowledge, John ran Super Rewards Virtual Currency platform; monetizing Facebook, MMO & Mobile Games and Cubics (the first company to offer display ads in Facebook apps), in Europe. John is also a publisher and has owned and operated his own sites since 2011.



# Stealing Intelligent Ideas

Ultimately, the metric every business wants to understand is lifetime customer value. Digitally, we can get close but revenue per session is the most actionable



## ARPU Average revenue Per User

Revenue derived from average platform user.



Optimizing this metric increases revenue while adjusting for seasonality.



## EPMV Earnings Per 1k Sessions

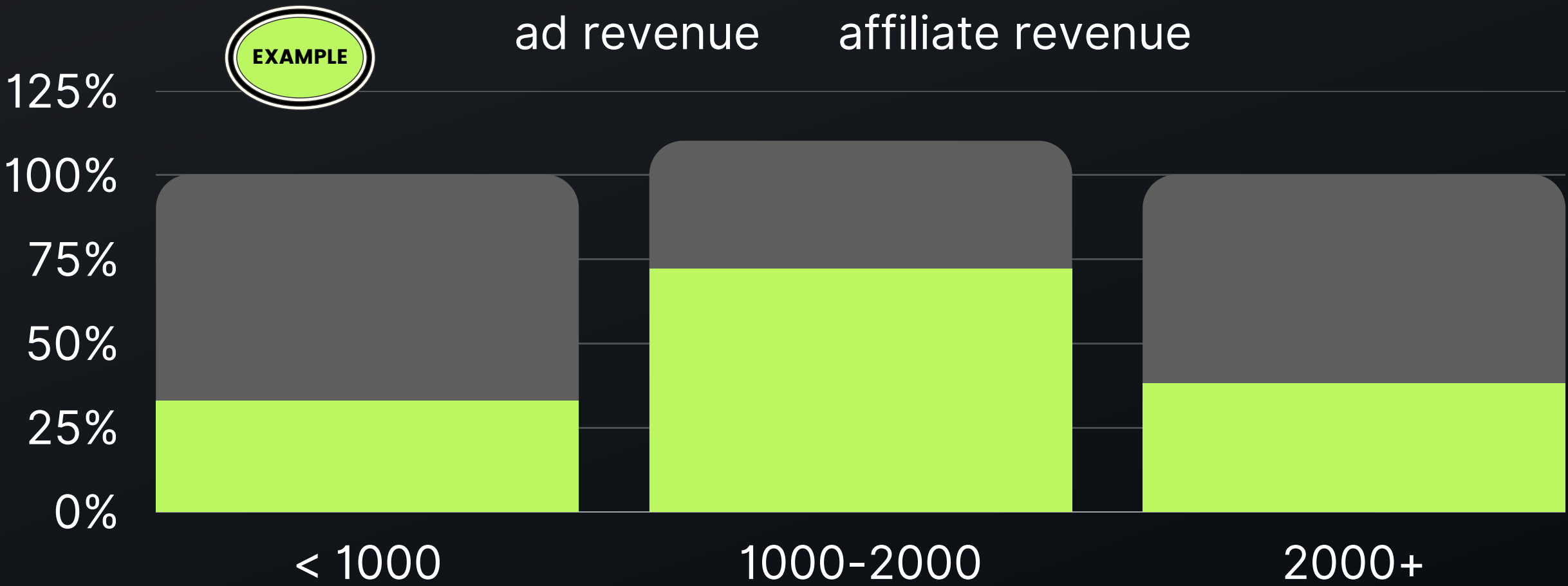
Revenue derived from each session. It accounts for all pageviews within a visit; averaging multi-pagview sessions normalizing the range for variance in page RPMs

# ADOPTING DATA-DRIVEN PRINCIPLES

DIY— Find a variable  
(Content category,  
landing page, content  
length etc.) and compare  
revenue streams by EPMV

***TIP:** Don't get focused on  
metrics you think matter  
vs. ones that might be new  
discoveries in the data.*

EXAMPLE	
Content Length	Total EPMV
Less than 1,000 words	\$10.91
1,000-2,0000 words	\$24.03
2,000+ words	\$12.10





## CASE STUDY 1

# HOME & GARDEN SITE

Goal:  
Maximize All Revenue

Displayed ads on pages but largely monetized by affiliate revenue. The site wanted to explore how to optimize them together.








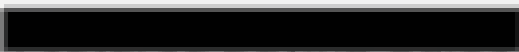


# THE PROCESS

**Variable:** Content Category

**Premise:** Ads/Affiliate Dilute  
Each Other

**Objective:** Find The Balance  
Best For Revenue

Category	Page RPM	Revenue
	\$13.29 Avg for View: \$13.29 (0.00%)	\$1,653.19 % of Total: 100.00% (\$1,653.19)
 	\$16.89	\$1,262.35 (76.36%)
 	\$7.63	\$326.84 (19.77%)
 	\$9.89	\$57.18 (3.46%)
 	\$6.28	\$6.82 (0.41%)

EPMV

**Ads** (baseline)

**No Ads** (removing ads from affiliate pages)

**Ads Custom To Landing Page** (affiliates pages limited ad locations)

\$0\$5\$10\$15\$20\$25

# THE JOURNEY

## start

Pages Use  
Same Ad Density

Pages all had  
same number  
of ads and  
used affiliate  
links even in  
less relevant  
scenarios

## experiment

No Ads On Affiliate Pages

## winner

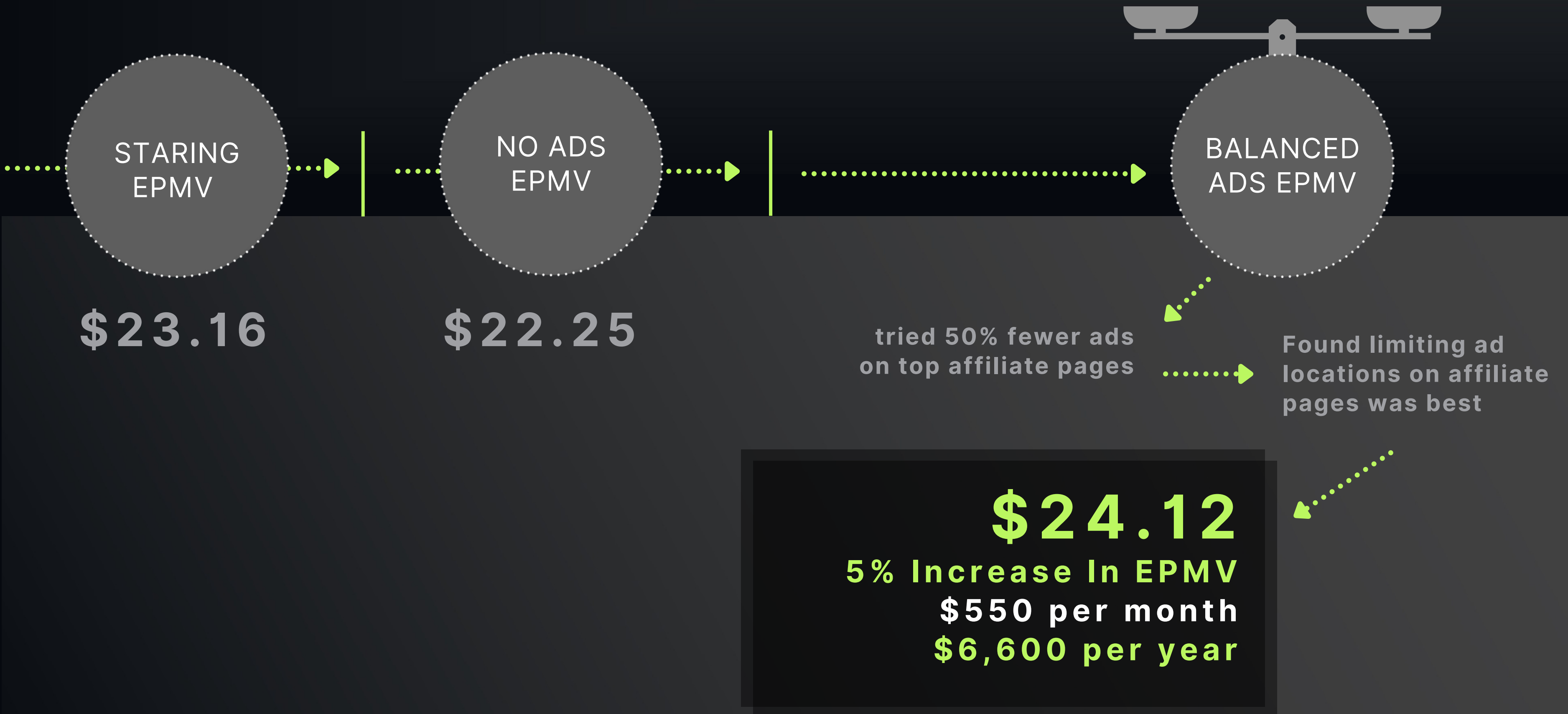
Balanced By Page Category





# CASE STUDY 1

## END RESULT



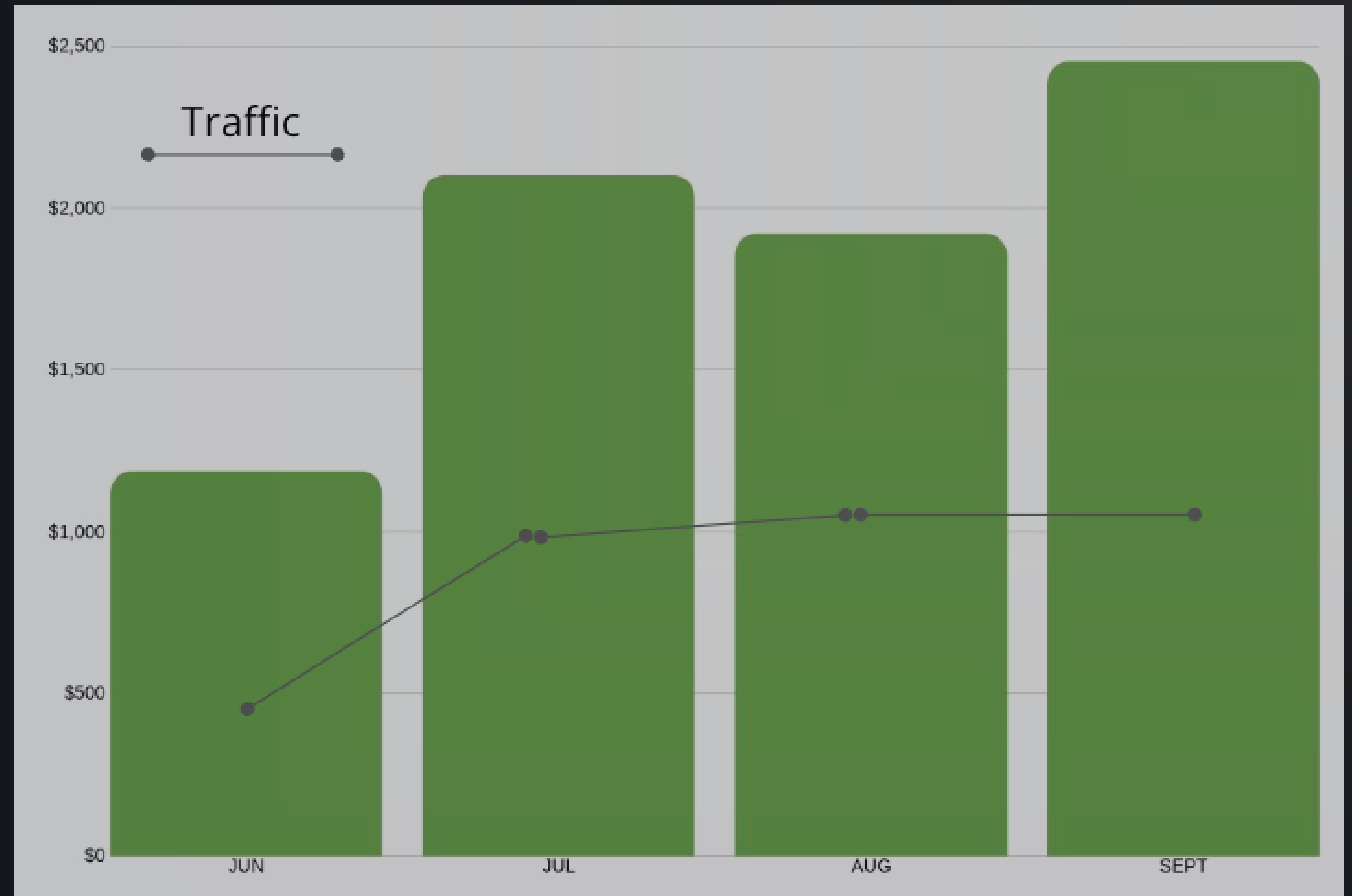


# SUMMARY

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+6K annual revenue from the same amount of traffic. Testing and experimentation took approximately 8 hours

**\$750 / HR RETURN  
ON HOURS INVESTED**



CASE STUDY 2

ELECTRONICS  
REVIEWS  
SITE

Goal:  
Recover Revenue

Site had previously  
focused primarily on  
affiliate earnings and  
saw traffic decline  
nearly 75% after  
Google's Dec 21'  
product reviews update

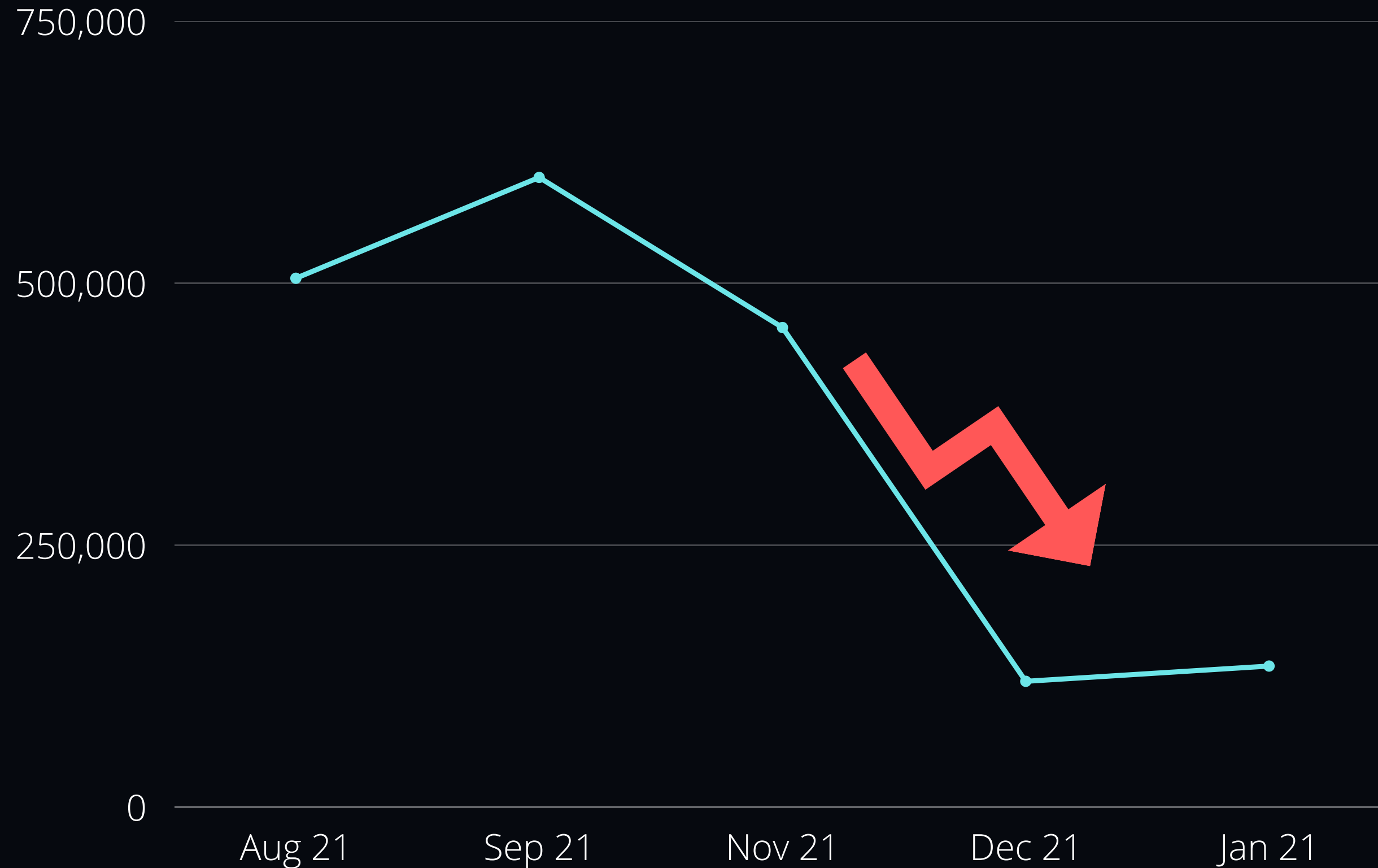


\$6,331/mo	TOTAL REVENUE BEFORE GOOGLE UPDATE
\$1,712/mo	TOTAL REVENUE AFTER GOOGLE UPDATE
\$12.50	EPMV OVERALL BEFORE
\$33.55	EPMV OVERALL 5 MONTHS LATER



# STRESSFUL CHART

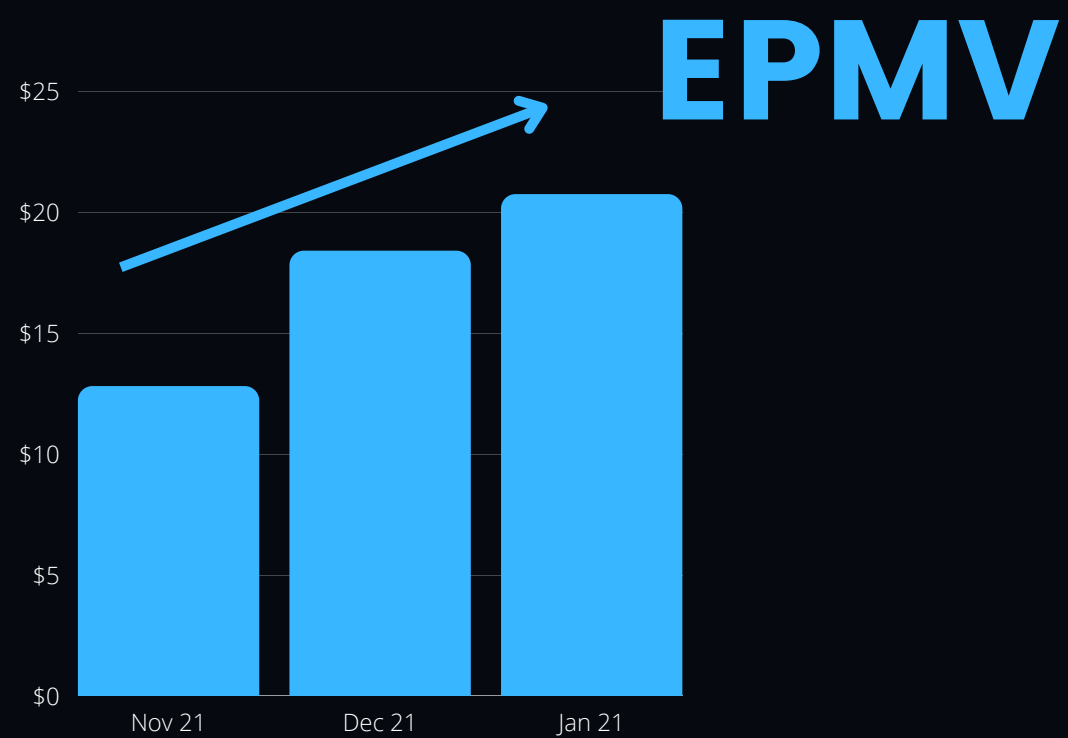
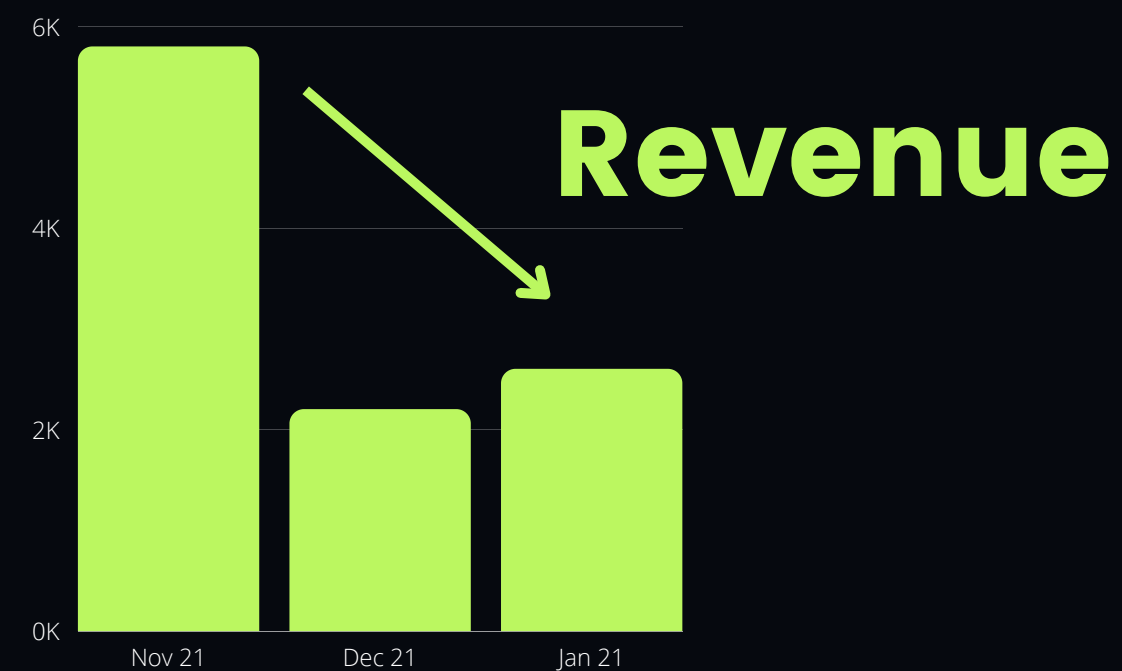
Pageviews



- Most pages were focused on brand name reviews of electronics
- Affiliate revenue accounted for 91% of revenue (approx. \$5,750)
- After Google's update, affiliate revenue dropped 67% and traffic dropped 75%



# THE GOOD NEWS BURIED IN THE CRISIS



# TRAGEDY REVEALS OPPORTUNITY

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**Top affiliate articles**

 **- 91%**

**Product comparison articles**

 **+202%**

**Ads % of revenue before update**

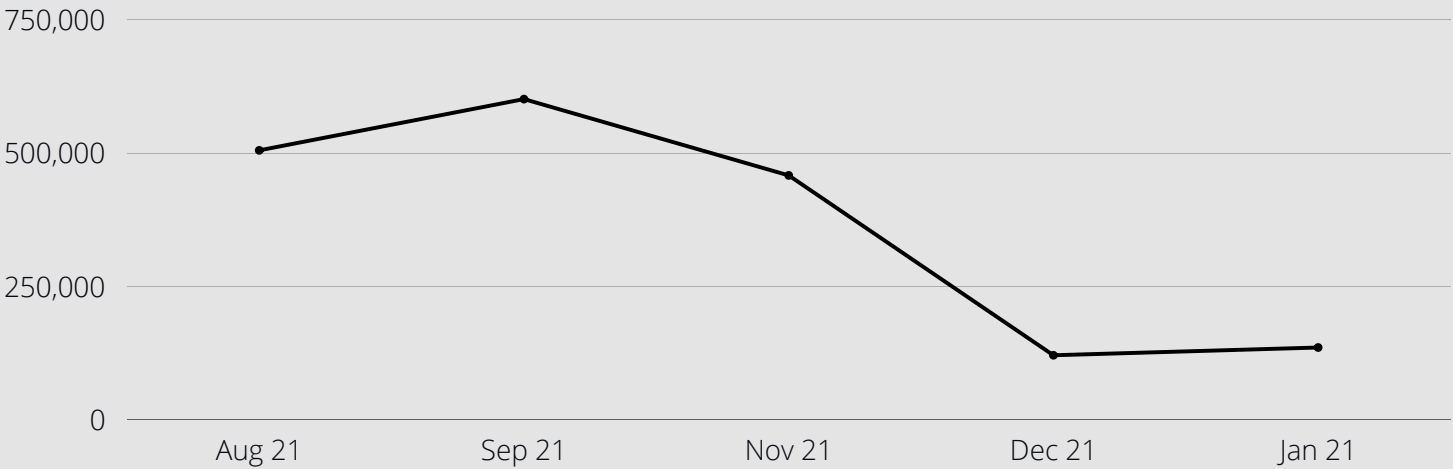
**0.9%** 

**Hidden data: EPMV from ads on  
product comp. articles was ...**

**\$31.21** 

# 5 MONTHS LATER... A NEW BUSINESS EMERGES

Traffic (before)



**BEFORE**

Pageviews/ mo:

505,000

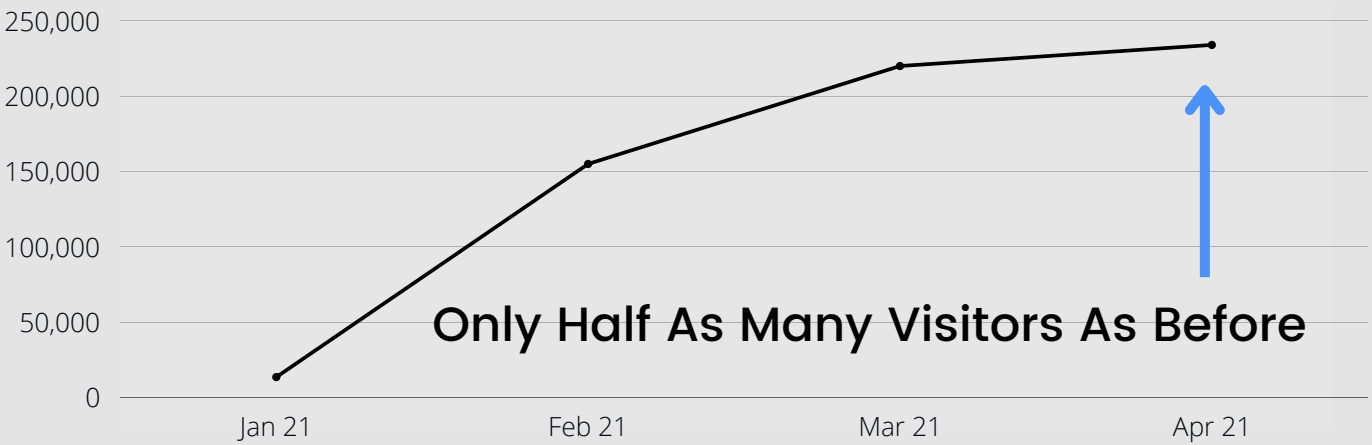
Avg/Mo Revenue:

\$6,331

Avg EPMV:

\$12.49

Traffic (partial recovery)



**AFTER**

April 22 Pageviews

234,000

April 22 Revenue:

\$7,850

April 22 EPMV:

\$33.55



5 MONTHS LATER... A NEW BUSINESS EMERGES



## CASE STUDY 3(ISH)

# DATA-DRIVEN STRATEGIES AND CHALLENGING "COMMON KNOWLEDGE"

## Home Appliance Site

- Earned approximately \$1,600/mo from affiliate ad earnings
- Sought to sell and wanted to increase revenue in short time
- Reluctant to try ads; assumed it would earn pennies (prev. exp)

Landing Page	Total Revenue	Visits/Mo	% of Overall Revenue	% of Traffic
Top Earning Landing Page	\$1,344	6,091	84%	19%
Other Pages w/Rev	\$266	13,462	16%	43%
Page W/ No Rev	\$0	11,394	0%	38%

**No matter what you've heard, data shows no two sites are the same — no matter how similar.**

🙄 **...Even with the same niche, geolocation of visitors, and date of domain origination?**

**YES!!! The difference could literally be 10-20x in revenue.**

**Why do you think John chose to do this slide in a weird text message?**



### **CAUTION:**

*ignore your data and follow subjective advice at your own peril*

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- Increased business vulnerability due limited revenue sources (type and page)
- Study site essentially throwing away 38% of revenue-earning opportunities
- Leaves you data-poor and vulnerable to missing unique opportunities for your website



# THE RESULTS

## SITE APPLIED ADS TO ALL PAGES EXCEPT THE TOP LANDING PAGE

Landing Page	Total Revenue	Visits/Mo	% of Overall Revenue	EPMV % Change	Total Revenue Impact
Top Earning Landing Page	\$1,122	5,777	55%	-11%	\$2,008 vs \$1601 <b>+\$407</b> Monthly Revenue
Pages Prev. w/Rev	\$596	13,621	29%	+120%	
Pages Prev. w/O Rev	\$290	14,522	14%	Ø (+\$290)	\$60 vs +\$51 <b>+18%</b> Revenue Per Visitor

THE RESULTS

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Pages Prev. W/O Rev	\$290	14,522	0%	Ø (+\$290)	



"I Either Increased The Site's Annual Yield by +\$4,885"  
"...or I improved my estimated valuation by +\$16,000"

**FACTS**

**MYTHS**



Sites take a long time to build, so it's best to focus on strategies that allow you to earn the most revenue from the smallest amount of traffic.



An Ezoic study of 100 websites with less than 100 pageviews/ month saw traffic grow to an average of 33,562 pageviews/month over the course of 1 year.



Focus on affiliate at first because the ROI is higher; especially early on with low traffic



In an Ezoic study of 68 websites, sites that said they focused **PRIMARILY ON AFFILIATE CONVERTING CONTENT** vs. sites **PRIMARILY FOCUSED ON KEYWORDS THAT WERE NOT TARGETED AT AFFILIATE CONVERSIONS** found that...

	Affiliate Content-Focused	General Content-Focused
Average 1 year traffic change:	+11%	+531%
Average 1 year revenue change:	+103%	+789%



# TRY IT YOURSELF

We Made Getting The Right Data Way Easier



Thank you

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