

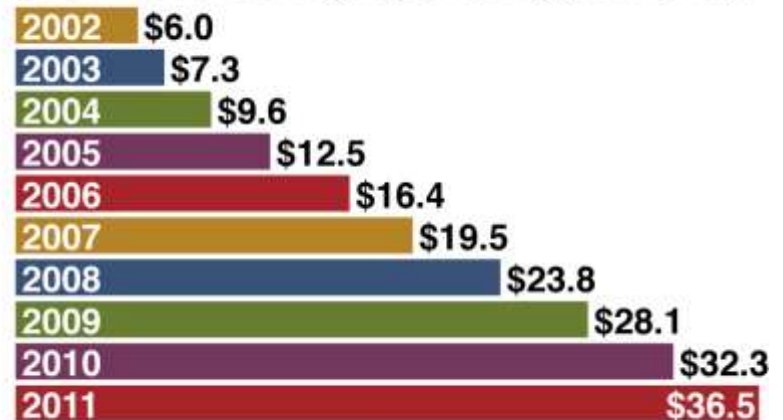
A Little Background

U.S. Web 2.0 Investment



Source: MarketWatch
<http://www.marketwatch.com/news/story/us-web-20-investment-jumps/story.aspx?guid=%7B671C951A-3FE9-4773-97E4-C03BCDE373D5%7D>

U.S. Advertising Spending (billions)



Source: eMarketer, February 2007

Today's Talk

- Maximizing Revenue Through Ad Format and Placement Optimization...

This isn't a Lecture...but a few terms we should all know

<http://blog.oflaherty.dk>

.. via XML and OPML.
Best thing is all you
have to do is
post **one** picture of
your dog a week.



SEO
RSS
+ADSENSE
UNLIMITED MONEY

POST?
So you're saying
I've got to buy
stamps, right?



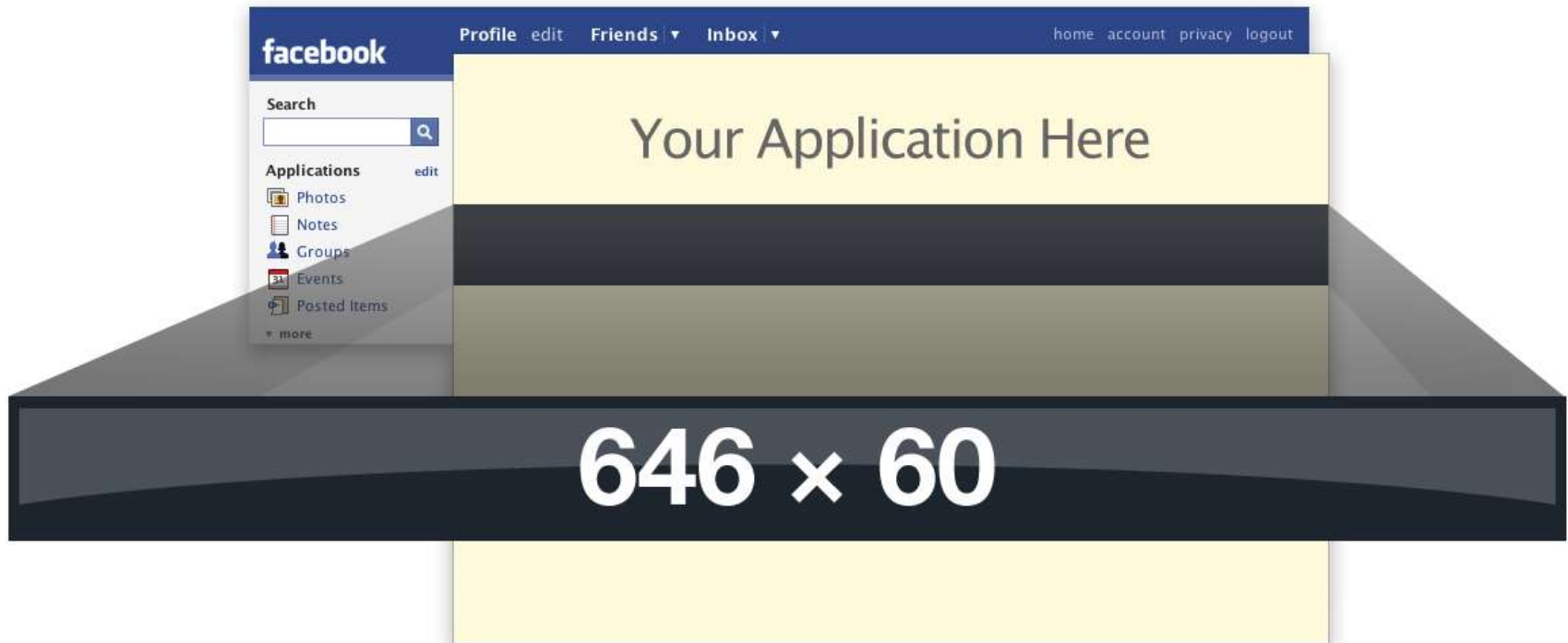
Trusting Content



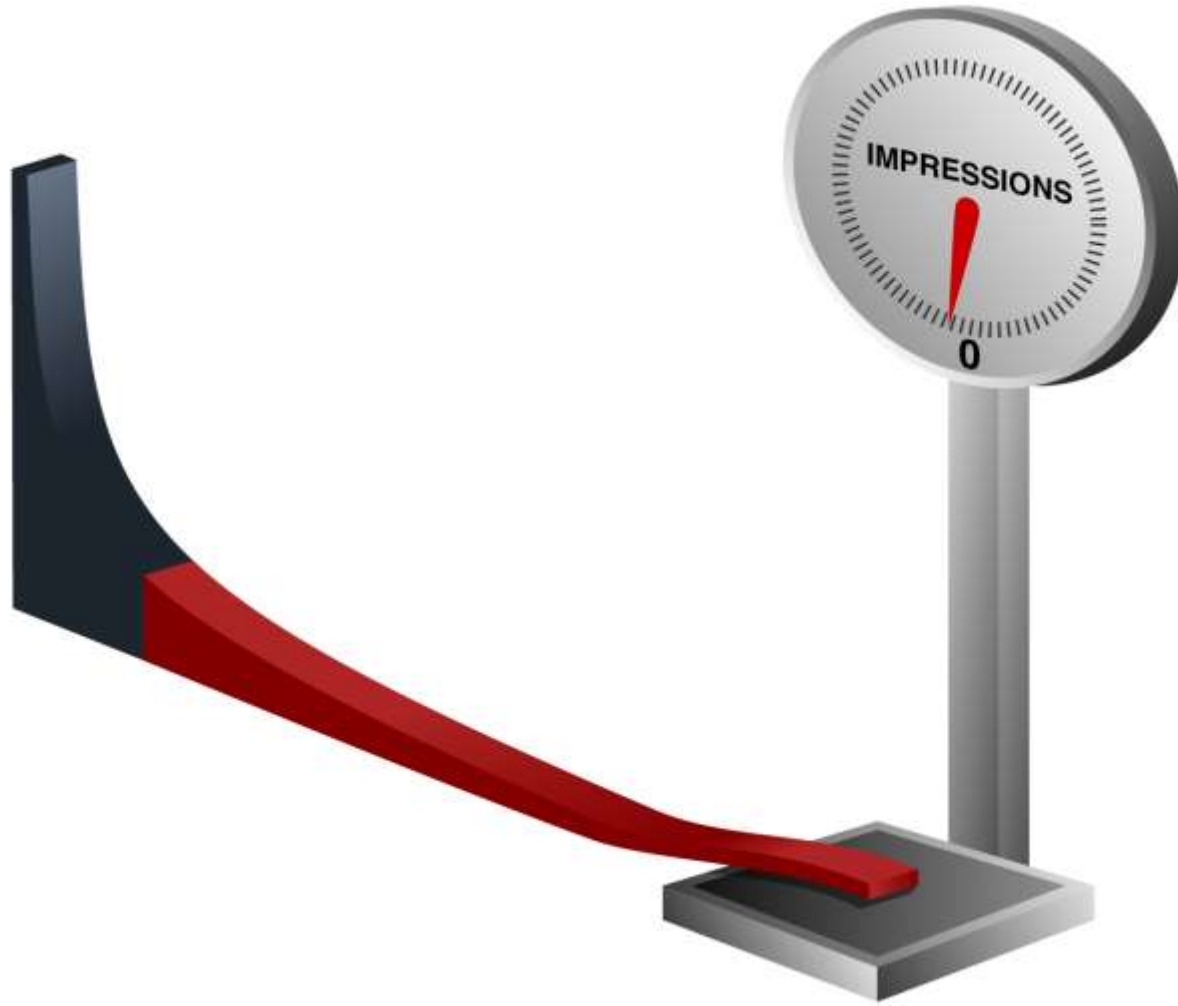
Firms withdraw BNP Facebook ads

- Email Answer to web2.0@YieldBuild.com
 - What were the 6 brands that pulled their advertising dollars from Facebook because their ads were displayed alongside content about the British National Party?

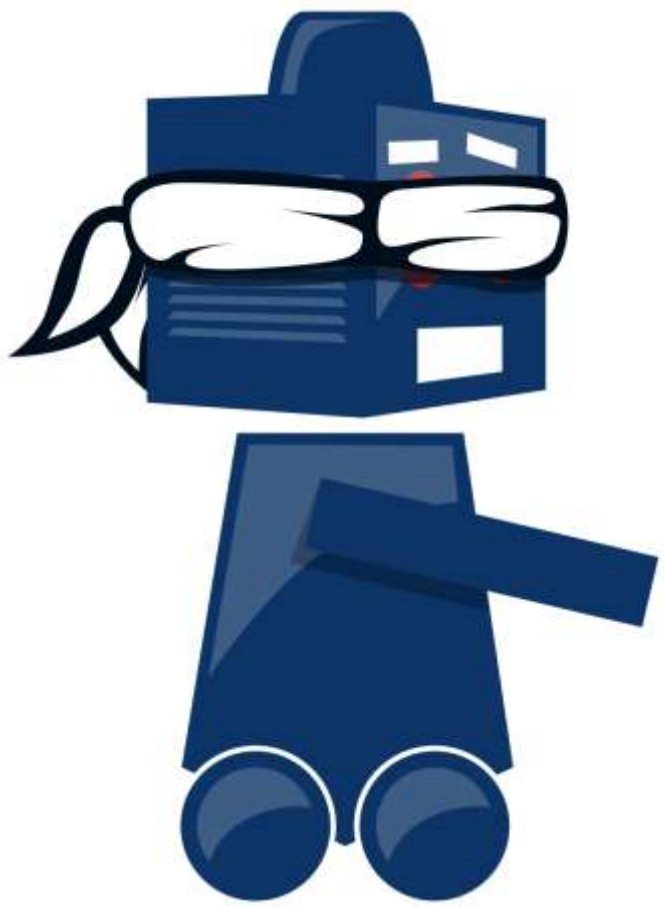
Application Constraints



Long Tail Content



Ad Blindness



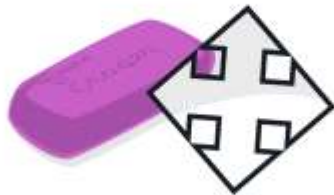
Four Pillars of Ad Optimization



AD SIZE



FORMATTING

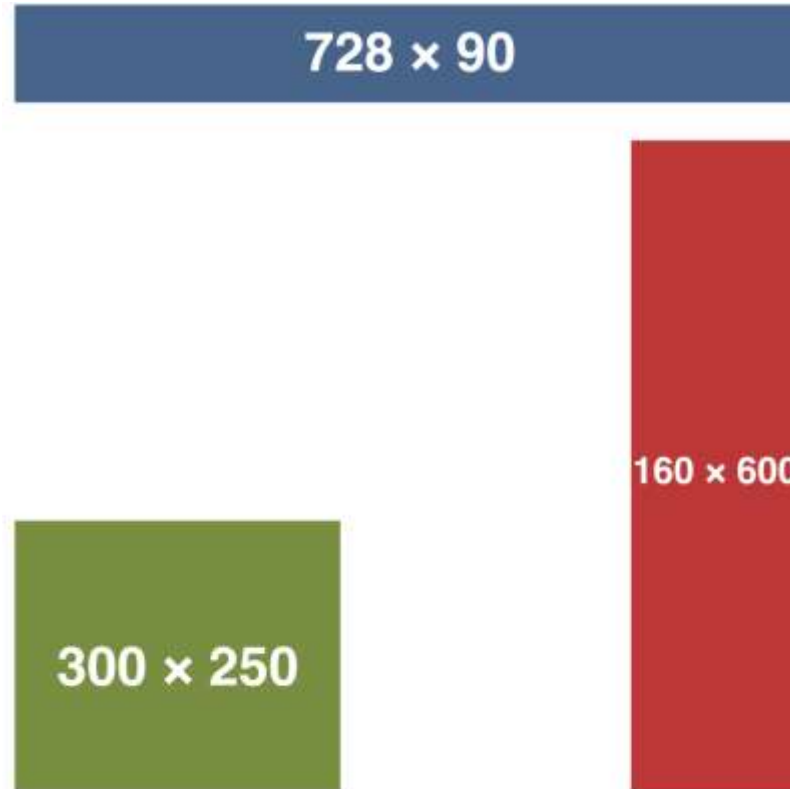


PLACEMENT



AD NETWORK

Size Matters



- Email Answer to web2.0@Yieldbuild.com
 - What is the largest AdSense text ad unit currently available, in terms of area?

Format Attributes



Rounded corners

Background colors





Borders

Font color

Background and Border Color Effects on Click-Through Rate



Performance of optimized background/border combination vs. white/white

ZONE	Best bg/border combo CTR	White bg/ border CTR	Improvement
HEADER	 5.96%	5.08%	+17.3%
SIDEBAR	 5.88%	3.17%	+85.5%
CONTENT	 6.68%	4.10%	+62.9%
FOOTER	 6.38%	3.45%	+84.9%

- Email Answer to web2.0@Yieldbuild.com
 - According to the YieldBuild blog (blog.yieldbuild.com), what background/border color combination for the sidebar ad zone ended up performing best in a test on HubPages.com?

Placement



- Site Design
 - Design Site to accept best ad sizes
- Make every ad count
- Don't underestimate below the fold value

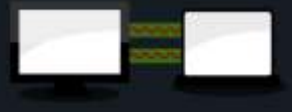
Number of displayed ads vs CTR



Alignment vs CTR

Alignment	TITLE	SKYSCRAPER	BOTTOM
Left	3.38%	3.53%	1.82%
Center	3.65%	3.74%	3.92%
Right	4.76%	2.88%	2.81%

Ad Network Management



- Select ad networks that fit your site
- Geo Targeting
- Use $N = \text{pvs per user} / (\text{frequency cap of } 2)$



Customer Impact

- Featured at <http://blog.yieldbuild.com>
 - Jewish Encyclopedia
 - Elliott Back
- Blog site: Hubpages
 - Owned and Operated
 - 7.3 Million Visitors per Month
 - Profiles
 - Hubs



Profile Pages

- \$2-3 eCPMs
 - Two ads per page
 - AdSense is best performing ad network
 - Bottom ad



Hubs

- \$10-11 eCPMs
 - User generated blog content
 - AdSense, Amazon, eBay, YPN
 - Three ad layout templates
 - More ad spots for long content



Thank You!

Questions?