

# Advertising.com expands partnership and increases earnings for online reference publisher

## Challenge

From 2002 to 2007, a leading online reference publisher worked with Advertising.com to monetize inventory using a simple, frequency capped display account. In 2008, the publisher asked our team to identify additional ways to increase earnings.

## Solution

Advertising.com presented several ideas to improve return on our display network, and also suggested two more product solutions – sponsored listings and video – to generate additional revenue.

To improve display performance, our team suggested adding rev share and international tags to the publisher's site. Previous frequency caps had limited impressions; implementing rev share tags increased the number of ads our server could deliver, thereby increasing site revenue. In addition, adding international tags allowed the publisher's inventory to deliver geo-targeted ads to consumers visiting the site from outside the United States.

Beyond display, our team recommended adding sponsored listings to the publisher's newsletter inventory and testing our video product. Both of these solutions were implemented on a limited scale in early 2009, with future plans for growth based on performance.

## Results

The addition of rev share, international tags, sponsored listings and video contributed to earnings growth of 60% from Q1 2008 to 2009. The client was thrilled with the increase, and happy to be working with our new products as part of their long-term growth strategy.

Earnings  
growth

