

PubGalaxy



BATTLEMETRICS
RCON

Case Study

FROM ZERO TO HERO

The Beginning

- ✓ Like most online publishers, BattleMetrics started off using just AdSense.
- ✓ However, earnings from display weren't publisher's main focus as the website's revenue was coming mainly from subscribers

Joining PubGalaxy

- ✓ In August 2017, BattleMetrics decided to test PubGalaxy (keeping the AdSense management out of the deal)
- ✓ The Results: 186% revenue increase (Q1 2017 vs Q1 2018)

Monthly Revenue Development



GOING PREMIUM



Performance proved to be outstanding, so the partnership expanded overtime.



In March 2018, BattleMetrics decided to entrust PubGalaxy with their entire traffic, so PubGalaxy could fully maximize the website monetization.



With header bidding in place (contributing to appr. 34% of BattleMetrics revenue) and PubGalaxy's expertise in optimizing performance, it didn't take long until the results for BattleMetrics were evident.

The Results



PubGalaxy Premium vs AdSense only = **325% revenue increase** (May - July 2017 vs 2018)



PubGalaxy Premium vs PubGalaxy Essential = **63% revenue increase** on average

Revenue Growth: PubGalaxy vs AdSense



Page RPM Development

While publisher revenue depends heavily on traffic, Page RPM is a metric which clearly shows the value added by PubGalaxy. Here's how much Page RPM increased for BattleMetrics when partnering with PubGalaxy, compared with the numbers with AdSense only.

164% page RPM growth

PubGalaxy Essential vs AdSense
(Q1 2017 vs Q1 2018)

27% RPM growth

PubGalaxy Premium vs PubGalaxy Essential

173% page RPM growth

PubGalaxy Premium vs AdSense
(May - July 2017 vs 2018)

Page RPM growth: PubGalaxy vs AdSense

