

★ PubGalaxy

SUCCESS STORY:



DemarchesAdministratives.fr

Le quotidien du citoyen



About the publisher

Demarchesadministratives.fr is a platform designed to help citizens with their administrative tasks. The website has become a point of reference for any administrative information in France due to their reliable directory and quick and expert support.

It has a steady flow of close to 5M monthly pageviews with predominantly French traffic. The website is run by Advercity, a French organization that manages sites with high volume traffic.



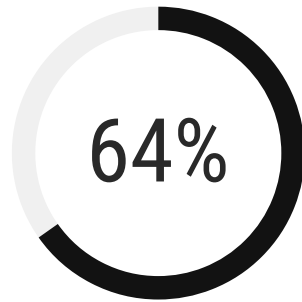
The Collaboration

Back in 2020, Advercity was recommended PubGalaxy as a monetization partner for demarchesadministratives.fr by another publisher who worked with us. We analyzed the website and performed a test to determine what we could achieve in terms of performance. In November 2020, we started exclusively monetizing their traffic and growing their ad revenue. Since then, Advercity has decided to entrust the monetization of another four of their websites to PubGalaxy.

Demarchesadministratives.fr has seen great post-COVID audience growth. We've also helped them significantly increase their Page RPM and total revenue. Through a combination of continuous setup optimizations and new demand generation, we've managed to help them optimize their performance and achieve their revenue potential.

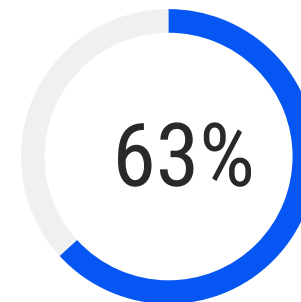
Optimizing the ad units setup & layout

Due to the website's specifics and publisher preferences, we chose to follow a more conservative monetization approach, revolving around standard formats and user experience. We analyzed the ad setup, optimized unified pricing rules (UPRs) in AdX, where the largest part of the revenue was coming from, and issued new tags for both desktop and mobile. Upon ad layout inspection, we also identified and removed unnecessary ad units that were not bringing in additional value. One particularly successful tactic was adding multisize with header bidding monetization that boosted the publisher's revenue by over 60% despite the seasonal slump during the implementation period.



New tags for Desktop & Mobile

Quarterly revenue increase after retagging both desktop & mobile



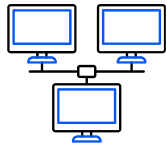
Header Bidding Multisize

Monthly revenue growth after implementation

Having the right demand matters

After becoming the monetization partner for Demarchesadministratives.fr, adding more demand was one of the key changes we introduced. Fostering competition is crucial when it comes to achieving high rates. Of course, that has to be balanced against timeouts and fill rates in order to maximize revenue.

Initially, we added the top SSPs that were missing from the publisher's setup, resulting in a 66% revenue increase. Over time, we further optimized their setup, implemented additional demand, and removed inefficient partners. Combined with the ad tag optimizations we performed, the overall revenue growth in a year was more than double.



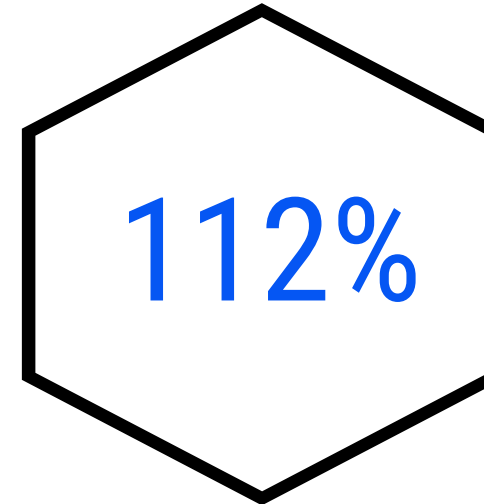
Top demand partners added to increase competition



Ad layout optimized to improve both performance and UX



New tags for desktop and mobile, added header bidding multisize



Page RPM growth after the first year of collaboration

Advercity & PubGalaxy

The collaboration between Advercity and PubGalaxy continues to be a resounding success, meeting key objectives and implementing profitable optimization tactics. Strategic pillars revolve around maintaining sustainable business growth, exploring new monetization opportunities and consistently increasing the publisher's ad revenue.

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“I've worked with Pubgalaxy for 8 years now, I recommend a collaboration with them everytime I start a new project.”

Pierre Antoine Moulin

Advercity