

## USE CASE ANALYSIS

# AdPushup's AMP Solution Increased Ad Revenue of a Media Publisher by 202%

## The Goal

To improve ad revenue of a publisher with AMP inventory. The website gets a good amount of pageviews on news articles and celebrity updates shared via AMP pages.

## The Approach

- Added AMP HTML ad units to deliver ads on AMP pages
- Set up real-time config solution (RTC) to enable header bidding and auction out inventory to more number of buyers
- Tapped into the demand pool of our partners (such as Index Exchange) who were available to buy AMP inventory
- Altered ad refresh interval with A/B testing capabilities

## The Result

**202%** ↑  
AMP Ad Revenue

**30%** ↑  
Click-through Rate

**160%** ↑  
Viewable Impressions

### ABOUT ADPUSHUP

AdPushup is a revenue optimization platform that helps publishers increase their ad revenue using automated A/B testing, header bidding, innovative ad formats, and adblock recovery.

For more information, please contact us at [growth@adpushup.com](mailto:growth@adpushup.com)

