


Case study

How AskPython explored uncharted territories with AdPushup & improved financial outcomes

153% 
Overall Revenue uplift


244%
Video Ads Revenue rise


One-stop shop
for diverse publisher requirements



AskPython - Who are they?

Let's face it! Tech education has gained immense attention over the last few years. And several websites have contributed to this journey. One such website is AskPython.

AskPython is a sub-site of JournalDev which originated in 2010 and has enabled several people, students, and professionals in particular, to find rich coding-related information and tutorials on programming languages and design, which have been pivotal in them becoming successful professionals.

AskPython focuses primarily on detailed Python coding. It offers a useful course and highlights various queries that coders may potentially have, to help them seamlessly understand coding concepts. The idea is to offer a self-learning and enablement platform, so that students explore on their own and find answers to their questions.

With deep expertise in programming languages and strong awareness around the need for emerging coding-enabled technologies, AskPython, as an extension of JournalDev, has been a value-creating learning hub for several tech enthusiasts.



Website

www.askpython.com



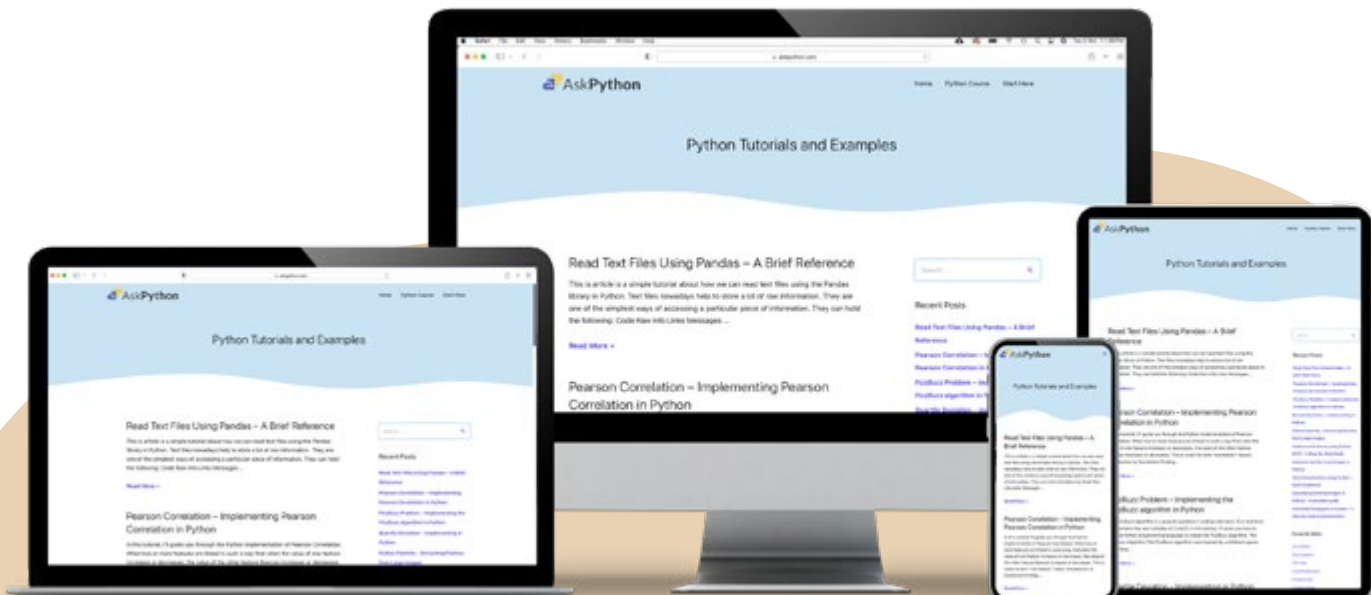
Industry

Tech Education



Monthly Visits

580.50K



The Objectives

In addition to delivering quality content for tech subjects, AskPython identified its website as a rich source of additional revenue. Having been in this space for a relatively long time, this approach for AskPython was an extension of the website monetization activities the team had done previously for its other platforms. The objectives included:



Better financial growth

Every publisher invariably looks at revenue as a key business growth metric. AskPython was no different and aimed at incremental website monetization as compared to previous results. As they had already seen certain levels of monetization, the team wanted to launch into the next level of financial gains.

Refined Experience

For a publisher, the journey of not just rendering ads, but managing various website components is also an area of focus. The holistic experience needs to be seamless. That often calls for a collaboration with a partner who will refine the publisher's journey and help them take the hassle-free road. AskPython realized the importance of this experience and consequently felt the need to onboard a competent monetization partner.



Exploring uncharted technical territory

- The AskPython team believes in exploring the unexplored. Experimenting with new ideas and tech capabilities is something it thrives on.
- The team was looking forward to such avenues particularly in connection to the right monetization partner that could offer them ample options and help them achieve new growth and effectively refine various monetization aspects.

The Challenges



Issues with the existing revenue set-up

Having been in the industry for a fairly long time, the AskPython team had tried various partners and solutions. However, the overall revenue yields were never up to the mark and failed to meet the team's expectations. Some of the main complications included:

- limited performance and restricted RPM (Revenue Per Mille) from individual ad networks on offer
- having to parallelly run multiple ad networks for best possible outcomes, resulting in multiple scripts affecting page performance.

The need of the hour for the team was a one-stop-shop monetization partner that would be able to address all the challenges.



Time zone challenges and lack of sufficient support

As a seasoned player and extension of JournalDev in this space, the AskPython team had partnered with various entities in the past. However, most of these entities were based out of a different time zone as a result of which finding quick responses, coordination and effective account support became a major challenge. To make matters worse, the duration for which the team had to wait for answers, led to further complications on the site several times. Result- more agony for the publisher and a disappointing experience.



Limited Ad Revenue with previous partners and solutions

The partners of the AskPython team primarily involved Display Ad Networks which did not have premium advertisers. That resulted in limited revenue. Adding further to the challenges, the team observed that delivery time and the pace at which yields were growing showed major inconsistencies. The team realized that there was a significant revenue potential that they were not able to tap owing to the limitations of their existing model.

“ It was becoming difficult for us to efficiently manage our ad stack with different entities running on it and various associated challenges. We could not find effective solutions to our problems, and hence considered trying a credible ad monetization partner that would have the right expertise. ”

Pankaj Kumar
MD & CEO, AskPython



The Solutions

After considering several factors and various elements of their ad monetization plans, the team decided to join hands with AdPushup. Looking at AdPushup's subject matter expertise and contributions in the adtech space, the team found assurance in handing over the management of its ad operations to the AdPushup team. The fact that AdPushup turned out to be a one-stop-shop for the team's diverse requirements further contributed to the team's decision of onboarding AdPushup.

Having assessed AskPython's Ad Stack and website potential, the AdPushup team offered a wide range of solutions to not only improve ad monetization, but to refine the publisher's overall experience.

Standard offerings



Managed Header Bidding

AdPushup offered a beneficial Header Bidding solution, which helped unlock an extensive pool of premium demand partners. That led to massive competition and improved bid quality.

AdPushup ensured that the right demand partners were bidding on the inventory, thereby considerably increasing both eCPMs and Header Bidding revenue.

In essence, the market landscape that AskPython was operating in significantly increased and many more quality advertisers found value in AskPython's website inventory and website traffic and eventually started running their ads on the team's platform.

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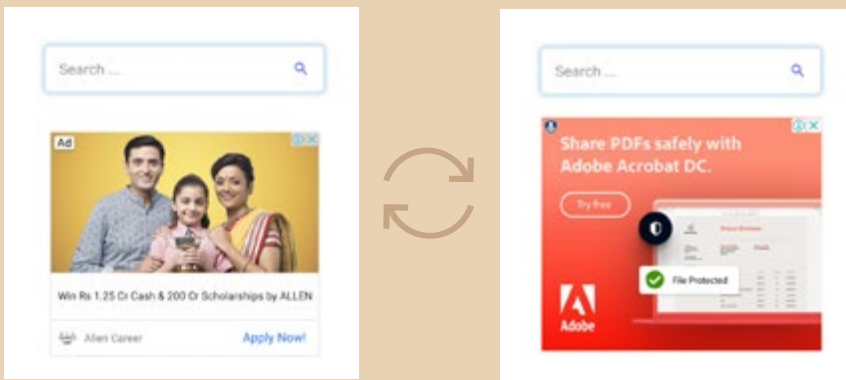
Python is one of the most powerful, yet easy-to-use languages of this time. If you are a beginner and want to learn Python, we've designed a free Python video course just for you!



Ad Refresh

To take advantage of high time-on-site by visitors, AdPushup set up ActiveView Refresh Ads across ad units; a refresh solution that increases the number of ad impressions served per session while accounting for ad viewability and user engagement signals on the page (click, scroll, etc).

Fundamentally, the more fresh ads met eyeballs, the greater was the incremental revenue. With impressions driving this model, it not only became an avenue to improve financials but also positively impacted user experience.



Ad Recover

To monetize the traffic that was using ad blockers and restricting revenue, the AdPushup team implemented AdRecover; a solution which uses ad re-insertion technology to serve ads that meet the 'Acceptable Ads' standards and helps recover the revenue lost due to ad blockers.

Enhanced offerings from AdPushup's portfolio

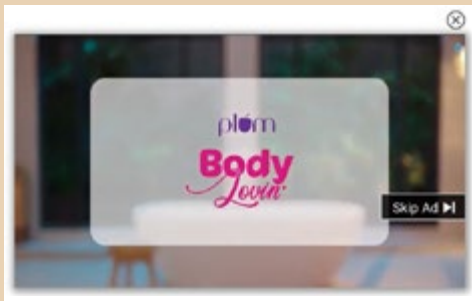


Video Ads

Implementing Video Ads was a unique experience for the team. Seamless implementation and effective support ensured that video ads produced optimized output.

Video Ads primarily opened a large demand pool and also allowed the delivery of contextual ads that matched video content. Some of the key highlights included:

- Prebid auction enablement; Competition between Header Bidding partners and AdX demand
- Priorities such as easier go-live and efficient set-up
- Better optimization and greater engagement



Floating Video



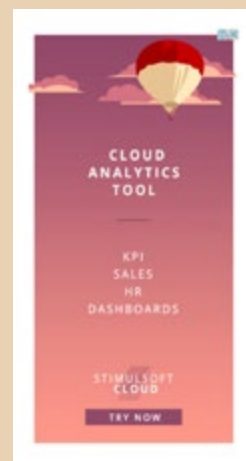
Instream video ad unit



Innovative Ads

For better revenue, the team also implemented innovative ads which possess the characteristics of delivering high CTRs (Click Through Rates) and CPMs (Cost per Mille). Moreover, the ads were engaging and helped with strengthening brand recall.

Innovative formats like sticky and docket ads help attain high interaction rates, better measurability and scalability, and a satisfying experience for the site visitors. Such features made a positive difference to the AskPython team's overall experience of website monetization.



Link Preview

A useful technique that the team implemented was to pick up keywords within the article and link them to other articles within the website. This helped with improving overall metrics such as session duration and number of pages visited per session, eventually leading to rising traffic and higher revenue.

The Results

With the implementation of **Managed Header Bidding**, **Ad Refresh**, **Ad Recover**, **Innovative Ads**, **Video Ads**, and **Link Preview**, the team achieved:



85%
Traffic rise

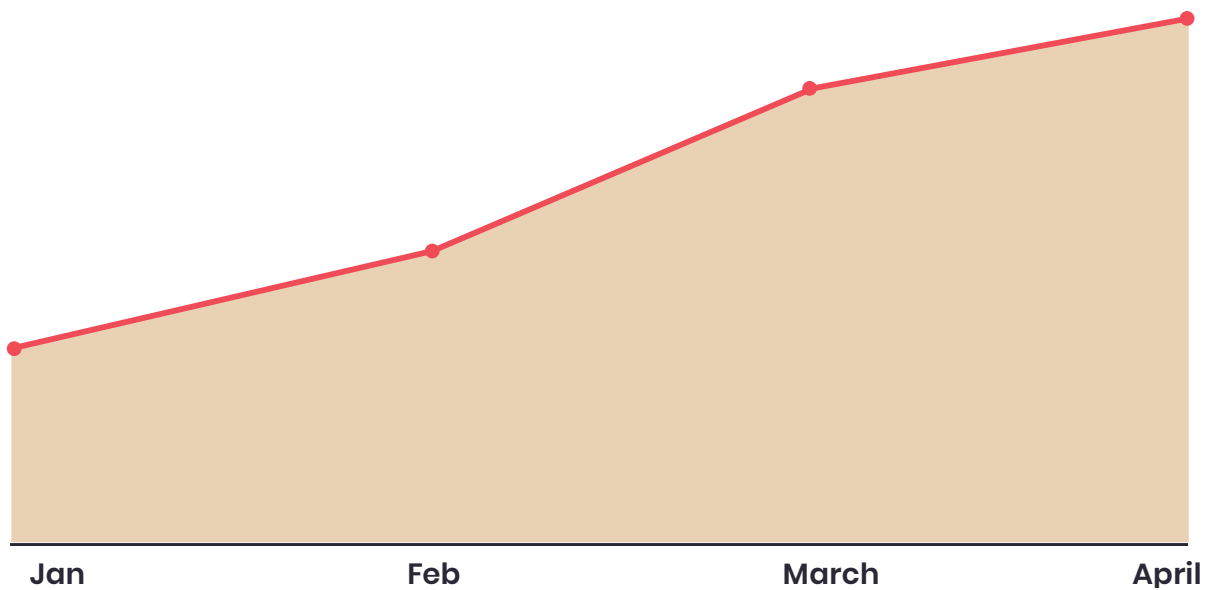


244%
Videos Ads
Revenue rise



153%
Overall Revenue
uplift

How ad revenue grew for AskPython



Customer Experience

Letting AdPushup take control of the ad stack was a big relief for the team at AskPython. In addition to seeing growth on measurable parameters such as RPM, delivery, time, and overall revenue, the team benefited significantly from AdPushup's professionalism. AdPushup has always been available to answer every question the AskPython team has put forward and ensures complete transparency around all strategies and operations.

Things were particularly smooth as the AskPython team could find complete assurance with AdPushup being a one-stop-shop offering solutions for every kind of ad monetization challenge. And, the rich ad networks AdPushup brought, made a positive difference to AskPython's website inventory. Onboarding AdPushup primarily reinforced the importance of onboarding a capable partner to achieve business growth and successful outcomes.

The collaboration between AdPushup and AskPython has been of great value and promises several success stories for the future.

- ✓ **Measurable growth capabilities**
- ✓ **Proactive and quick communications**
- ✓ **One-stop-shop for all requirements**
- ✓ **Efficient operations**
- ✓ **Constant availability**

“ It has been great to work with AdPushup. Exploring various tech aspects backed by seamless account support has really refined my experience. Not only has monetization improved but my overall journey as a publisher too transformed positively.”

Pankaj Kumar
MD & CEO, AskPython



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



Certified
Publishing Partner