

The Ad Revenue Index



Carlsbad, CA December 6, 2016 — Google Certified Publishing Partner, Ezoic, announces the launch of a publicly available digital ad revenue index. [The Ad Revenue Index](#) is a free aggregation of historical and real-time display ad earnings from online publishers across the globe. The index will provide both advertisers and publishers an unprecedented view of seasonal and circumstantial ad spending and ad revenue generation.

Online publishers often lack transparency regarding how their display ad rates are doing when compared to the rest of the market. Digital publishers experience natural fluctuations in their earnings from ads but most have trouble understanding if their increases (or decreases) in revenue over a particular time frame are specific to their site, or something affecting all sites. The Ad Revenue Index takes a statistically relevant sampling of global sites (of all sizes and demographics) and collectively indexes their ad earnings and displays them in a running real-time aggregate.

The index was built by a team of in-house data scientists that work at Ezoic. “With so many moving parts influencing the daily earnings of individual publishers, we needed a single metric as a baseline to describe the state of the online advertising marketplace on any given day. Each day, we calculate a daily index score by strategically sampling across our dataset of online ad impressions data, further enhance our statistical power through bootstrapping, and consolidate the data into a single number on

a 1 to 100 scale. The index can be an incredibly valuable tool — it’s the very first thing I check each morning,” said Greg Starek, Ph.D., Senior Data Scientist at Ezoic.

Ezoic is a Google partner that specializes in providing sophisticated machine learning and artificial intelligence to online publishers. Their no-cost flagship application allows publishers the ability to automatically serve individualized ad combinations to website visitors to maximize ad earnings and optimize user experience metrics at the same time (like bounce rate and pageviews per visit).

Ezoic’s expressed motivation behind creating a freely available ad revenue index is to provide the marketplace with greater transparency and a better understanding of ad buying seasonality. “There are hundreds of questions on forums, Reddit, and Quora each week from publishers, ad professionals, and advertisers asking about ad rates and ad earning fluctuations. It is one of the most common questions people ask, but no one has a great answer because everyone is just seeing one set of data. At Ezoic, we have some real visibility to this information because we have so many sites using the platform. We created the index to give publishers a transparent and objective view of the global ebb and flow of ad revenue, so that they can see if a change on their site is in line with natural rises and falls, or if they are experiencing an issue of their own” said Dwayne Lafleur, Founder and CEO of Ezoic.

The Ad Revenue Index is now publically available at adrevenueindex.ezoic.com . Based out of Carlsbad, CA, Ezoic was featured earlier this Fall in the Google AdSense blog which highlighted how their technology had helped AdSense publishers. The publisher’s inside the blog’s case study experienced exponential revenue gains after integrating the Ezoic system on their websites — boosting both user experience metrics and ad earnings. For more information, visit www.ezoic.com

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