Ezoic Announces Acquisition of Popular Ad Testing Technology Provider, AmpedSense

Carlsbad, CA January 2017 — Google Certified Publishing Partner, Ezoic, recently announced the acquisition of *AmpedSense*, a popular digital ad testing technology company. The news comes on the heels of several major company announcements at the end of 2016 including: the appointment of former Googler, Ohad Tzur, as Ezoic's VP of Global Partnerships, the launch of a free online ad revenue index, and a *Business Innovation* award from Google and their Certified Publishing Partner Team for the Ezoic flagship platform application, *Ad Tester*.

"Our business is growing. AmpedSense has been extremely successful in providing WordPress publishers with a platform for testing their ads. We think that marrying their success with what we do at Ezoic will help site owners generate more revenue and their visitors realize better experiences. We are always looking for new ways to introduce data-driven publishers to our artificial intelligence platform. Acquiring a growing business like AmpedSense gives us the ability to connect with even more publishers and site owners who have experience with testing their site to improve revenue and user experience", said Ezoic Founder and CEO, Dwayne Lafleur.

AmpedSense has been the most popular digital ad testing Wordpress plugin in the WordPress plugin ecosystem for over 2 years. The technology provides users the ability to easily A/B test ad positions and configurations on their website. AmpedSense was founded in 2013 and has grown to operate on thousands of websites across the net.

The acquisition pairs nicely with the Ezoic artificial intelligence platform which features it's own more advanced Ad Testing application that leverages machine learning to conduct multivariate testing on millions of potential variables on a user's website. Lafleur believes the acquisition will bring greater access to the technologies available on the Ezoic platform to users previously unaware. "We've proven just how exceptional the results from the Ezoic testing applications can be. By acquiring a growing business like AmpedSense , we're able to diversify our ability to reach new publishers and site owners interested in improving just about every aspect of their site; including revenue".

About 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). This provides publishers an easy way to measure and optimize the performance of their web traffic.

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