

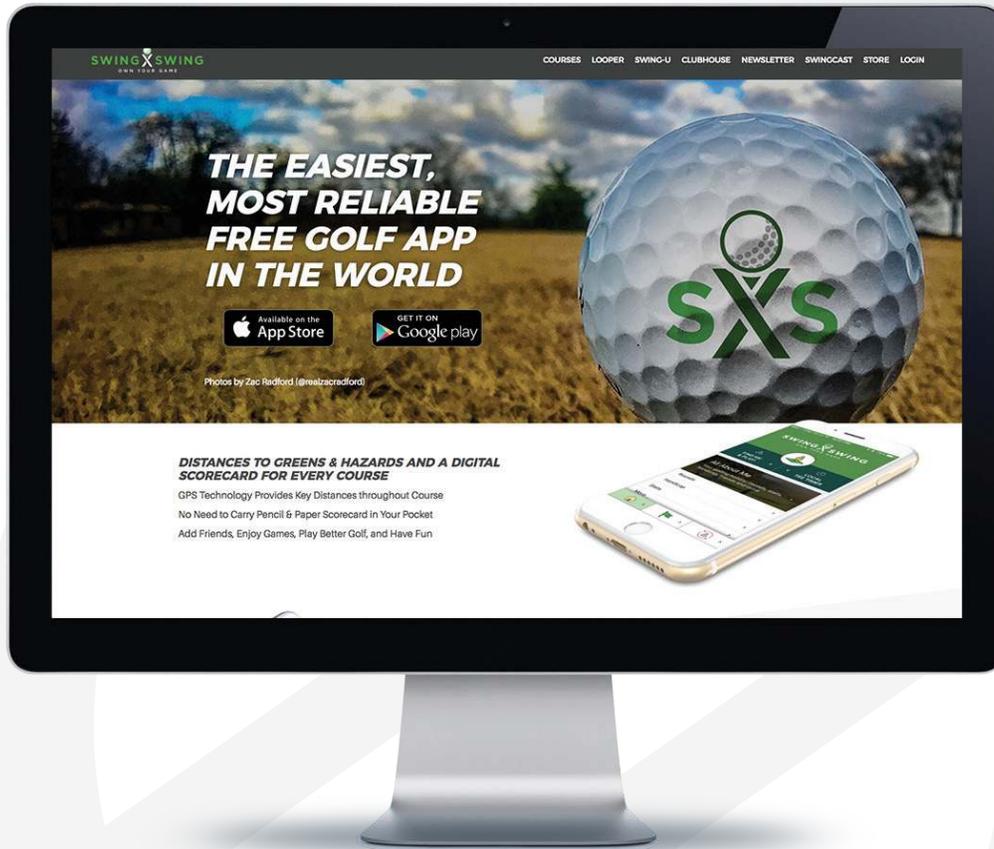


**ezoic**  
CASE STUDY



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## SwingBySwing.com Doubles Ad Earnings & Kills Bounce Rate Using Ezoic

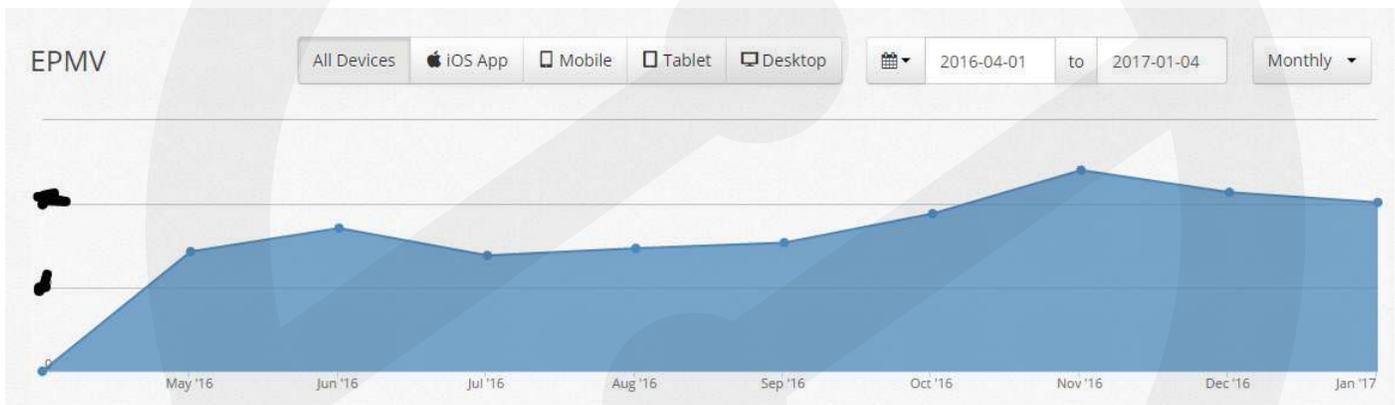
SwingbySwing.com is a digital publisher that features golf news and insights. SwingbySwing has grown quickly due to the popularity of their mobile app for golfers and is one of the top digital destinations for golfers and golf enthusiasts on the web.

In late 2015, SwingbySwing started noticing declines in their ad earnings from their existing ad relationships. Despite their strong web traffic, user experience metrics and earnings reports were trending in the wrong direction. This inspired the site owners and operators to explore new optimization solutions for their site.



| “We weren’t sure what to expect from a technology like Ezoic, and the value proposition seemed too good to be true, but we were desperate to optimize advertising revenue on our site”, said SwingbySwing.com CEO, Charles Cox. |

In May of 2016, based on conversations with Ezoic, SwingbySwing.com decided that the best way to optimize their site was through testing variables responsible for user experiences and ad earnings. They chose to use the Ezoic artificial intelligence platform to perform these tests and optimizations.



## How SwingBySwing Increased Their Revenue

SwingbySwing.com started by dedicating only 20% of their traffic to optimization on the Ezoic platform. Ezoic works by testing ad combinations on a per user basis to optimize both earnings and important user experience metrics like bounce rate, time on site, and pageviews per visit. SwingBySwing.com worked closely with the Ezoic publishing team early on; as they understood going into this process that multivariate website testing often takes time.

In the first few months, SwingbySwing.com only saw incremental increases in ad revenue. Once they began seeing small progress on the traffic they were testing,

SwingbySwing.com worked with Ezoic to increase the percentage of traffic they allowed the system to optimize. As Ezoic's artificial intelligence did its work on the increased traffic, their earnings per thousand visitors (EPMV) nearly doubled in the months that followed. Ultimately, their total site earnings from ads increased approximately 100% in just their first 6 months of using Ezoic despite a slow start.

SwingBySwing.com understood the patience that was required with per user testing and optimization, and made decisions based on data to drive a successful outcomes. However, some of their greatest benefits from testing and optimization extended far beyond revenue increases...



## How SwingBySing.com Dramatically Improved Session Duration

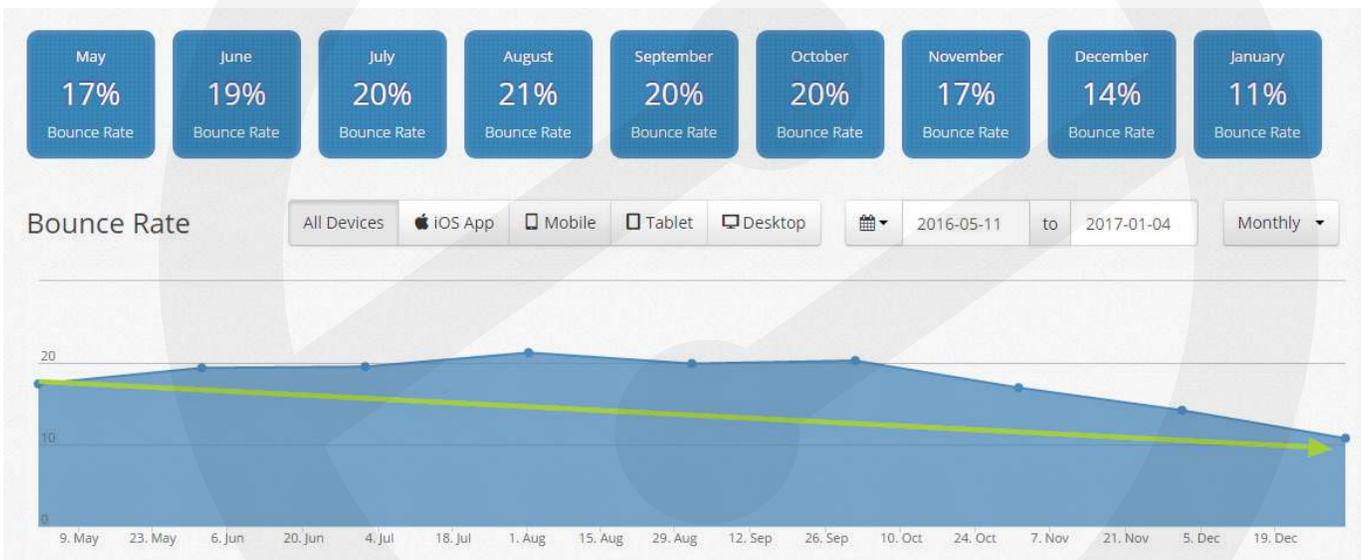
In their original plan for improving their site, SwingbySwing.com wanted to do more than just maximize ad earnings, they wanted to improve user experiences as well. They knew that both were critically important to the future of their site.

One of the aspects that intrigued SwingbySwing.com most about testing and optimizing ad combinations on a per user basis through Ezoic, was the ability to ultimately improve the ways users interacted and engaged in their content.



Time on site (or session duration) was a very important element in this equation. SwingbySwing already had a very good average session duration. However, as they tested more and more traffic with Ezoic, they found that they were actually able to increase session duration by 2 minutes and 25 seconds (approx. a 95% increase).

The correlation between session duration improvements and ad earnings improvements were nearly identical. They attributed the unprecedented success to Ezoic’s artificial intelligence learning from the early portion of traffic and ultimately optimizing it as more traffic was sent to the platform in the months following implementation.



## How SwingBySwing Killed Their Bounce Rate & Improved SEO

Prior to any testing or site optimization projects, SwingBySwing.com already had a very low bounce rate. It was not necessarily an area in need of dramatic improvement; however, as with session duration, SwingbySwing.com noticed a considerable drop in bounce rate following their first few months of testing.



They were very happy to find that these improvements in bounce rate and session duration directly correlated to higher organic traffic and a larger number of organic keywords that the site ranked for in search engines.



Since these user experience metrics offer strong search ranking signals, they were not surprised to find that the search ranking improvements directly correlated with the all the other site optimizations provided by the Ezoic platform.

## About Ezoic

Ezoic is a Google award-winning artificial intelligence platform that allows users to automatically optimize ads, configure content, and leverage ad mediation to increase ad earnings and improve user experiences on their website.

The Ezoic platform features a number of different applications and tools designed to help website owners simplify the testing and optimization of the elements of their site that are scientifically proven to impact ad revenue and user experience metrics.



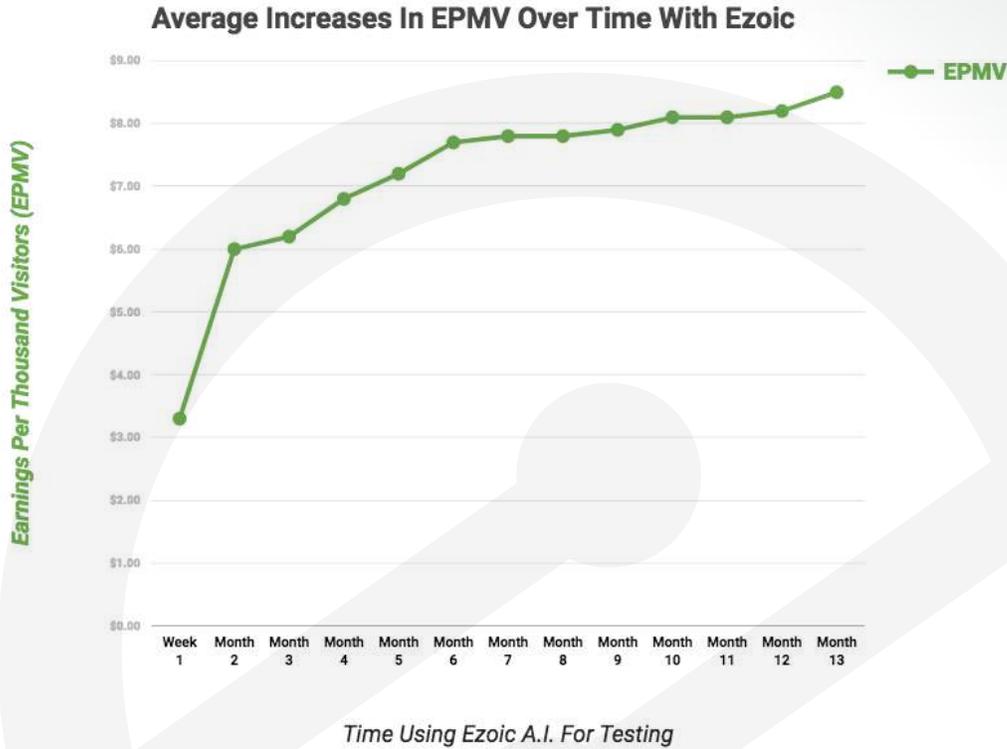


Chart reflects average earnings per thousand visitors of sites by time period spent on the Ezoic platform

While all site results vary, it has been statistically proven that website ad revenue increases are proportional to time spent using the Ezoic testing and optimization platform.

Ezoic is a Google Certified Publishing Partner. Thousands of publishers from across the world depend on Ezoic to help them improve and grow their site.

To learn more about Ezoic visit [www.ezoic.com](http://www.ezoic.com).

