



## Layout Tester Case Study

Google | Certified  
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[WWW.EZOIC.COM](http://WWW.EZOIC.COM)

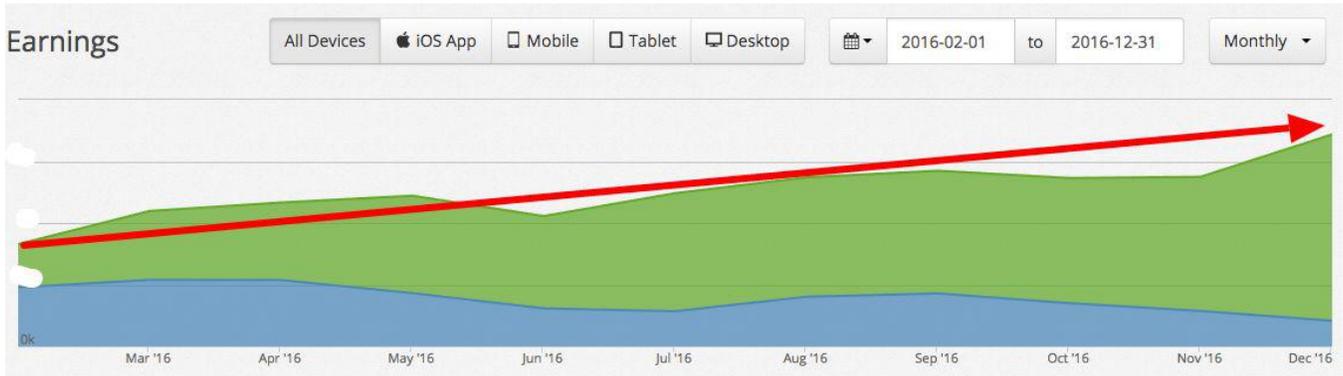


## Why Publishers Use Ezoic's Layout Tester

Every web property has millions of potential variables that are directly responsible for a user's experience. These elements include everything from menu and ad locations to the way content is organized and formatted. It stands to reason that certain combinations perform better than others. What's more, all web visitors are different and actually require unique combinations catered to their specific attributes.

Ezoic's Layout Tester puts the power of artificial intelligence into the hands of publishers interested in testing all of these variables on a per user basis. This technology allows web property owners to apply multivariate testing to all of these website elements using machine learning. This means Layout Tester will automatically test and deliver the optimal website layouts and formats to each individual site visitor; resulting in lower bounce rates, greater time on site, more pageviews per visit, and higher ad revenue.

Layout Tester works with all content management systems (WordPress, Joomla, etc.), hosting providers, programming languages, and site structures. Layout Tester provides publishers with complete visibility into how each layout is performing and allows them to achieve extraordinary results using the power of artificial intelligence.



## AskDaveTaylor.com Improves UX & Revenue Using Layout Tester

AskDaveTaylor.com implemented Layout Tester in an effort to improve user experiences and revenue on their site. After over a year of stagnant growth, AskDaveTaylor.com was able to use Layout Tester as a key catalyst to grow both traffic, UX metrics, and revenue.

AskDaveTaylor.com increased ad earnings by approximately 25% over the course of 6 months; without altering their existing ad demand or ad partnerships. Additionally, during this period of time, AskDaveTaylor.com saw their EPMV (earnings per thousand visitors) increase by 49%.



These improvements in revenue were directly tied to the essential UX metrics that Layout Tester optimizes for. AskDaveTaylor.com saw...

- Session duration on mobile devices increased by 14%
- Pageviews per visit on desktop improve by 29%
- Bounce rate on mobile devices drop by 10%
- 98% growth in organic traffic on mobile devices

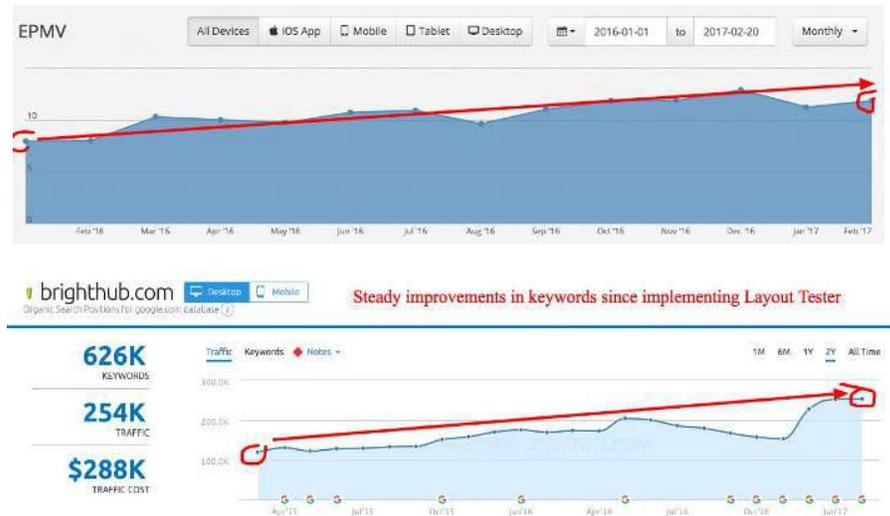
| Experiment Name | Rank | Visits  | PV/Visit | AVG TOS | Bounce % | EPMV    | Confidence | Projections          |
|-----------------|------|---------|----------|---------|----------|---------|------------|----------------------|
| Sandeel         | 13   | 562,228 | 1.28     | 05:24   | 13%      | \$13.45 |            | <a href="#">View</a> |
| Bunting         | 14   | 260,558 | 1.20     | 04:57   | 17%      | \$13.90 |            | <a href="#">View</a> |
| Whipray         | 15   | 353,077 | 1.22     | 04:43   | 18%      | \$13.99 |            | <a href="#">View</a> |
| Saithe          | 16   | 326,904 | 1.22     | 04:37   | 18%      | \$14.03 |            | <a href="#">View</a> |
| Eelpout         | 17   | 155,184 | 1.20     | 04:34   | 19%      | \$14.07 |            | <a href="#">View</a> |

## BrightHub.com Used Layout Tester To Scale Their Business

BrightHub.com is a large science and technology education provider with a lean team of content writers, data scientists, and webmasters. The site used to spend a significant portion of their time using a data team to explore what site changes offered the best performance improvements. After implementing Layout Tester, they were able to automate these efforts and rededicate their internal resources to focus on other areas of the business to help it grow.

BrightHub.com was able to successfully use Ezoic's Layout Tester to...

- Increase website revenue by 215% over the course of 2 years
- Increase EPMV by 145% over the same time period
- Drop bounce rates by 25%
- Provide layouts that increases pageviews per visit by 75%
- Increase organic keywords by 95% on static pages over the course of 2 years
- Provide layouts with 150% better session duration than the original website on mobile devices



## Ad Optimization + Layout Optimization answersking.com

- User Experience + Revenue Improvement
- EPMV nearly quadrupled



| Experiment             | Domain          | Device  | Revenue vs. Control | Performance vs. Control | Accuracy | Est. Time Until 95% Accuracy |
|------------------------|-----------------|---------|---------------------|-------------------------|----------|------------------------------|
| Ezoic Ad Tester Mobile | answersking.com | Mobile  | 219%                | 44%                     | 100%     | 3 days                       |
| Pipocher               | answersking.com | Mobile  | 308%                | 50%                     | 8%       | 3 days                       |
| Snapper                | answersking.com | Tablet  | 323%                | 61%                     | 81%      | 1612 days                    |
| Scle                   | answersking.com | Desktop | 186%                | 44%                     | 62%      | 12 days                      |
| Tales                  | answersking.com | Mobile  | 246%                | 32%                     | 0%       | 1567 days                    |



## AnswersKing.com Uses Ad Tester To Grow Revenue & Layout Tester To Grow It Again!

AnswersKing.com started leveraging Ezoic's Ad Tester in the middle of 2016 to test ad combinations on all of their different website visitors. In the following months, they were able to nearly double their site's revenue. In an attempt to further enhance their user's experiences using Ezoic, AnswersKing.com chose to implement Layout Tester as well. This resulted in site revenue nearly doubling once again. AnswersKing.com saw...

### Variation Projections Over One Year

Below are the projected improvements if Penguin were to run 100% of site traffic for one year.

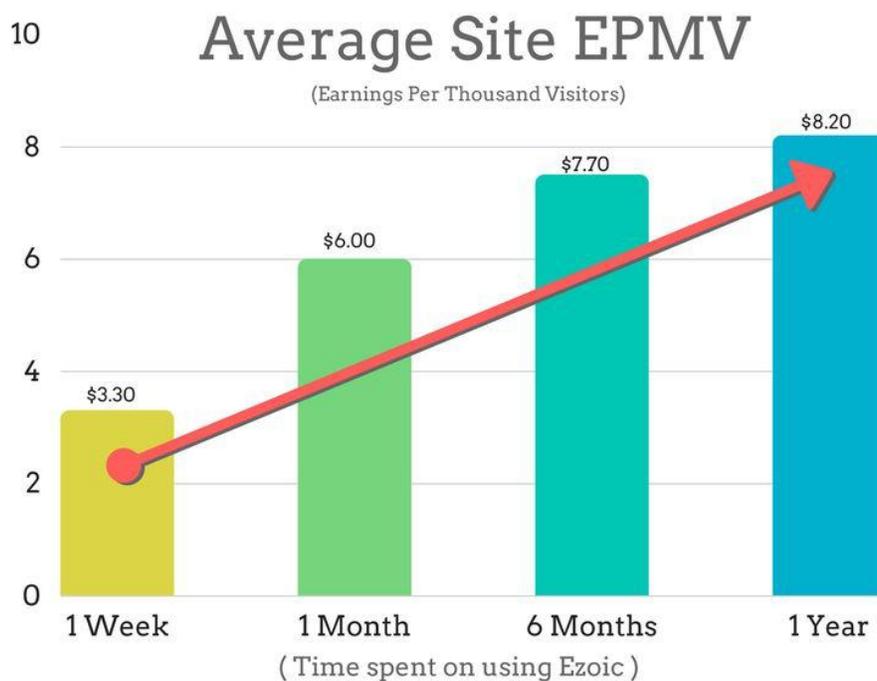
|                      |                     |
|----------------------|---------------------|
| Earnings             | Pageviews per Visit |
| ↑ \$183,126.20       | ↑ 2.65              |
| Average Time on Site | Bounce Rate         |
| ↑ 05:33              | ↑ .265%             |

- Ezoic increase revenue by over 350% in less than 12 months
- Increase time on site by 30%
- Increase pageviews per visit by 48%

## 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).