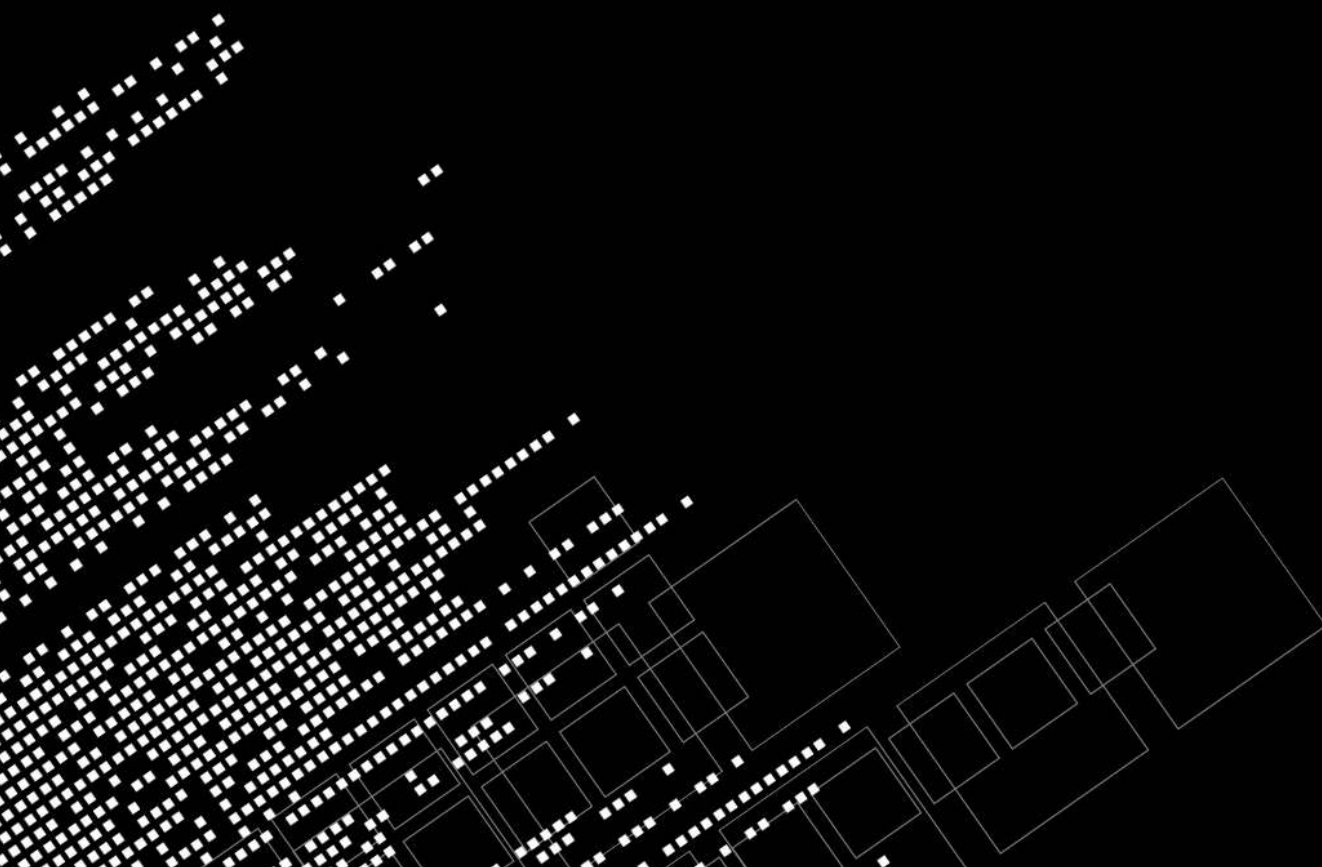




VISITOR SEGMENTATION CASE STUDY





“Ezoic is what I call our secret weapon — quietly optimizing everything so I can focus on the content”

Christopher Kolmar

Publisher uses Ezoic to scale advanced segmentation

Publisher, Christopher Kolmar, is the Founder and President of HomeSnacks and RoadSnacks. In 2015, he directed his team to begin a project to optimize their ad placements to improve revenue and user experience.

“We spent several months in 2015 doing manual A/B testing of ad placements across a limited set of articles using a custom set of ad networks”, said Kolmar. “Then we didn't touch it for 2 years”.

During that time, both sites had to undergo a massive image overhaul due to a major change in how the publisher sourced photos. “In that process, we updated every article on the site with fresh data, links to related content, and new pages to supplement the main articles”, Kolmar continued.

That's when both sites elected to include Ezoic into their optimization and testing. “Coupling our site overhauled with Ezoic's process of segmenting visitors we've been able to increase revenue-per-visitor from \$2.35 last year to over \$10 now.”

HomeSnacks and RoadSnacks have seen 400% revenue growth in the past few years and attribute much of their success to scaling content production while they claim Ezoic has been operating as their secret weapon — segmenting visitors and optimizing every session.

Lowered Website
Bounce Rate

Increased Ad Revenue Over
+400%

Grew Audience
& Maintained Engagement

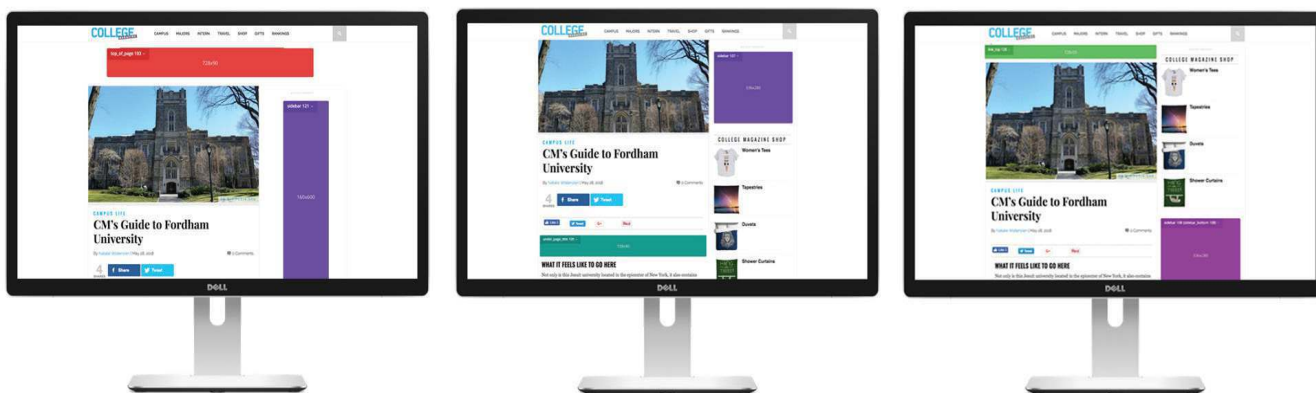


Visitor Segmentation Works

A/B testing presents publishers with what's known as a "losers dilemma". Even if 90% of website visitors prefer a certain type of layout or ad placement, that leaves 10% of the audience that prefers something totally different. What happens to that 10%?

A/B testing will always leave some portion of an audience with a subpar experience. This results in shorter sessions and less revenue from those visitors.

CollegeMagazine turned to Ezoic in 2015 for help with automated visitor segmentation and has since seen organic traffic and revenue both double!



CollegeMagazine.com

Delivering every visitor the same experience means that certain visitors will likely leave early and earn less revenue. Segmenting visitors gives publishers the chance to optimize every session.

1000's of Sites Use Ezoic to Segment Visitors Using A.I.

- Ezoic is used by 4,000+ publishers of all shapes and sizes all over the world.
- Average revenue uplift from delivering all visitors different ad experiences using Ezoic's Ad Tester is +50-60%.
- Machine Learning continues over time. Sites that have been using Ezoic for more than 4 years continue to see traffic and revenue rise as automated learning continues.
- Ezoic's unique approach to advanced visitor segmentation is a safe way for websites to improve objective user experience metrics for all visitors; which has been proven to directly correlate with better search engine rankings in other case studies.



'Ezoic has great customer service. They are constantly rolling out new innovations to help us improve and mature. In the background, their technology is always improving and that is one of the reasons why I think we've seen our revenue grow so much while using the platform. I wholeheartedly endorse Ezoic.'

- David Layfield, CEO
affordablehousingonline.com