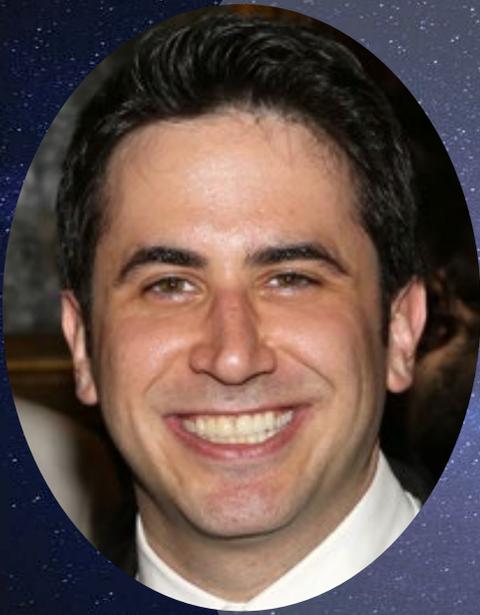# ezoic
## GOOGLE DFP
## CASE STUDY

*"I was fascinated by Ezoic's technology and the concept of optimizing for each individual user."*

*— Robert Diamond*
*BroadwayWorld.com*

## BroadwayWorld Increases EPMV through Ezoic Integration

BroadwayWorld.com is the internet's largest website dedicated to sharing news and interviews about Broadway, off-Broadway, the West End, and regional theatres. Established in 2003, BroadwayWorld.com now sees +4.5 million monthly visitors. Earlier this year, founder and CEO, Robert Diamond, and his team began actively seeking tools to improve user experience.

"We were looking for new opportunities to increase user value on BroadwayWorld.com," said Diamond. "Initially, Ezoic's Big Data Analytics solution piqued my interest. I was looking to generate granular insights with regards to my visitors' behavior."

In July 2018, BroadwayWorld.com integrated their current Google DoubleClick for Publishers (DFP) account with Ezoic.

By August, their return visitor rate increased by 15% and average engaged time per visit grew by 12%. From integration through the end of September, the EPMV (earnings per thousand visitors) increased +30%. This meant that BroadwayWorld was making more money and providing all visitors with more engaging experiences using Ezoic in less than two months.

*Increased Average Engaged Time 12%*

*Increased EPMV by 30%*

*Increased Visitor Return Rate by 15%*

## Ezoic Tech, Broadway DFP

Ezoic integrated with BroadwayWorld.com's existing Google DFP to allow Ezoic's A.I. the ability to learn from various tests and experiments.

Ezoic's artificial intelligence platform learned how visitors responded to changes made during each session and then applied this data to deliver each visitor a better experience.

Ezoic's server-level operation allowed the publisher the option to keep their original DFP untouched while also allowing artificial intelligence to organize, configure, and optimize the same DFP through testing.

All of the ads on Broadwayworld.com were served by their own Google DFP. Ezoic's technology allowed them to keep all of their existing ad demand without disrupting any of their DFP setup. Ezoic simply optimized ad combinations and configurations without any disruption to their current setup.

"Ezoic's DFP integration enabled my direct deals to blend into Ezoic's machine learning technology and after the initial setup, it didn't require many changes to my existing operations."

Robert Diamond

# BroadwayWorld Saw Results with Ezoic Integration

- BroadwayWorld.com integrated with Ezoic in July 2018. By the end of August, BroadwayWorld.com's return visitor rate increased by 15% and average engaged time per visit grew by 12%, indicating improved engagements per session and an increase in return visits

- From July to the end of August 2018, BroadwayWorld.com's daily revenue increased by 126% and the navigation bounce rate decreased by 17%

- BroadwayWorld.com's EPMV grew 30% from July to September, indicating that BroadwayWorld's average revenue per visitor had grown significantly

"I am thrilled with Ezoic's service and technology and excited to experiment with the new features coming up in Big Data Analytics."

**- Robert Diamond, Founder & CEO BroadwayWorld.com**