



Welcome to: *Just Start*

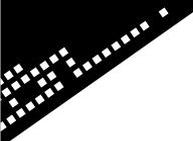
**Course 2:**

Getting Started With Your Site & Ezoic



## Reminders about *Just Start*?

- 1. All courses must be completed and test must be passed in order to receive Ezoic account**
  - a. Recording of course 1 is now available
  - b. Final course is tomorrow and test will be available following the live course completion
- 2. After test is completed, we'll provide instructions on how to access your account and begin onboarding your website**
  - a. Please begin with the site you originally submitted on your Just Start application
  - b. Other sites may be able to be added to your account later on
- 3. Scale and test bringing on websites** in a class format so that we can eventually make Ezoic a technology available to all

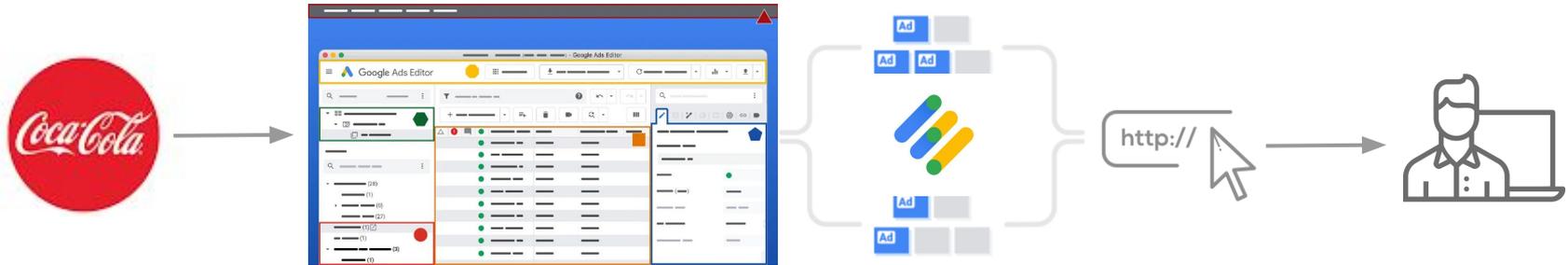


Important terms and concepts to understand  
in programmatic display advertising

# Programmatic display advertising

*Act of buying/selling ad space in real-time using technology opposed to the legacy model that involved RFPs, human negotiations and manual insertion orders.*

*Best example is...*



## How ads are bought and sold...



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Advertiser agrees to pay when an ad is clicked

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### **Cost per acquisition (CPA):**

Cost advertiser is willing to pay per result (sales, sign-up, lead generated, etc.).

*Often, this is translated automatically to CPA/CPC in popular platforms in programmatic but some advertisers and publishers still engage in buying and selling this way*

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### **Custom negotiated arrangement:**

Often an advertiser will simply agree to a deal directly with a network or publisher that includes terms with unique definitions

*(i.e. homepage takeover for the month of March)*

## Metrics used for tracking website ad revenue



### **Cost per 1,000 ad impressions (CPM):**

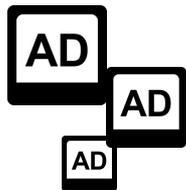
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### **Revenue per 1,000 ad impressions (RPM):**

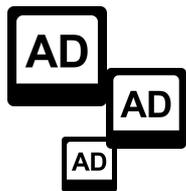
Revenue averaged over 1,000 ad impressions

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### **Earnings/Revenue per 1,000 sessions/visitors (EPMV or Session RPM):**

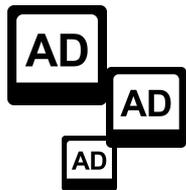
Total revenue earned from 1,000 visitors or sessions that accounts includes all ad impressions and pageviews of these visits

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### **Total Revenue/Earnings:**

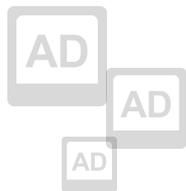
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### Total Revenue/Earnings:

Total revenue earned over a set term or time period (i.e. monthly revenue)

## EPMV: what should it be?

The math behind EPMV

Where eCPM is the total amount of \$ paid for the ads on a page, EPMV accounts for **bounce rate and pages per session**.

This defines a “true north” and allows you to track your website’s growth more accurate.

**EPMV** (Earnings Per  
Thousand Visitors)

**A true metric for  
publishers**

Site Earnings



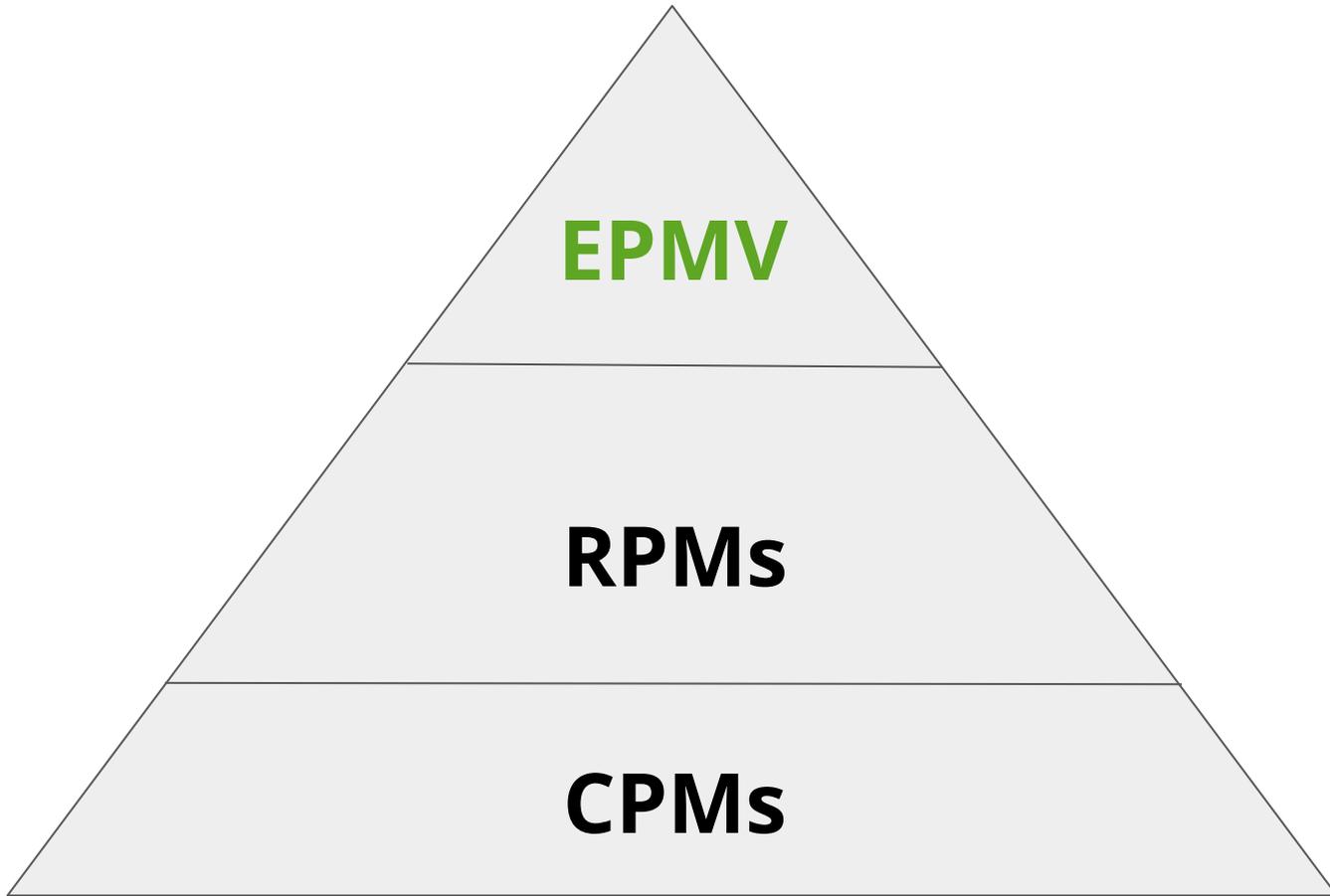
Visitors/1000



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=

**EPMV**



# What is an ad unit?

Ad units, or “ad tags”, are containers that look like a code snippet that you place on a site to show an ad in that location.

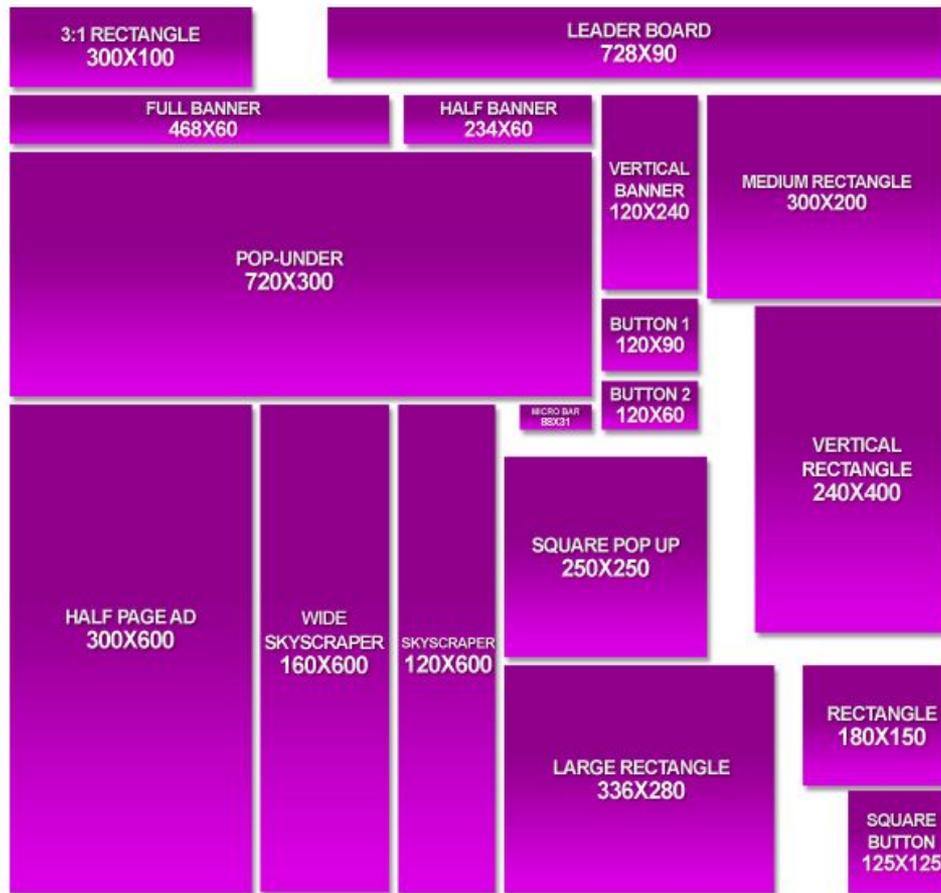


## What is an ad unit?

Traditionally, ad tags were set by ad size, network, location, and type.

This meant that A LOT of testing was required to manage even basic optimization.

Most ad ops pro's will freely share that they wish they could test much more...



# What is an ad impression?

A 'viewable ad impression' is defined as **more than 50% of the ad pixels for more than 1 second is counted as a viewable impression.**

Viewability is actually a metric :)

This article on CNN shows that the top of page and sidebar ad units would be counted as a viewable impression if the user didn't scroll away from the ad in less than one second.

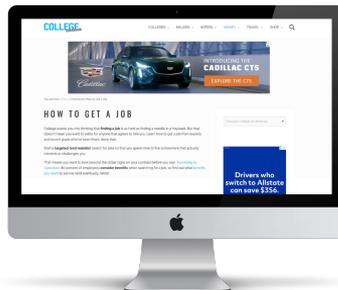
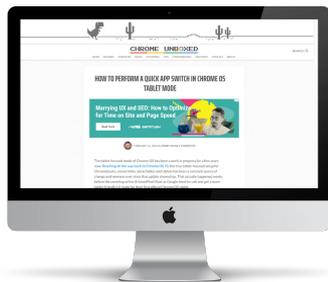
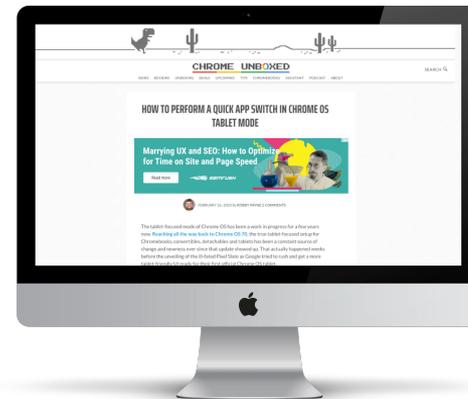


# Pageviews vs. Sessions?

**Sessions** = single visit to your website.



1 pageview  
1 session



2 pageviews  
1 session

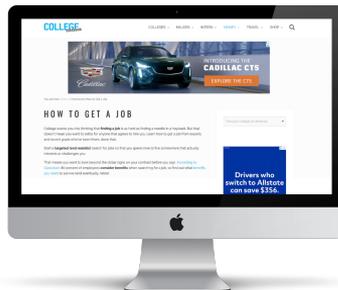
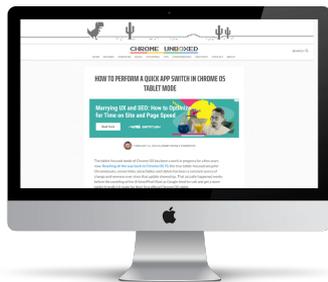
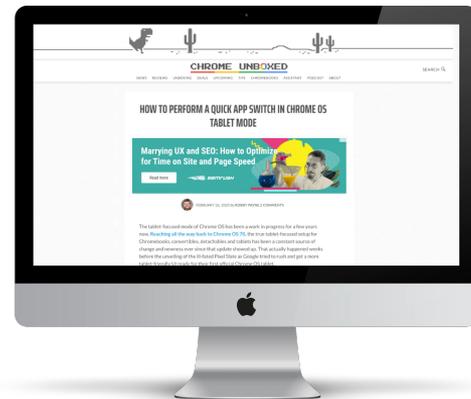
# Pageviews vs. Sessions?

**Sessions** = single visit to your website.

**Pageviews** = time a page on your website is loaded by a visitor



1 pageview  
1 session



2 pageviews  
1 session

# Pageviews vs. Sessions?

A single **session** can include many **pageviews**, if a reader navigates to multiple pages (one session could even include multiple pageviews to the same page)



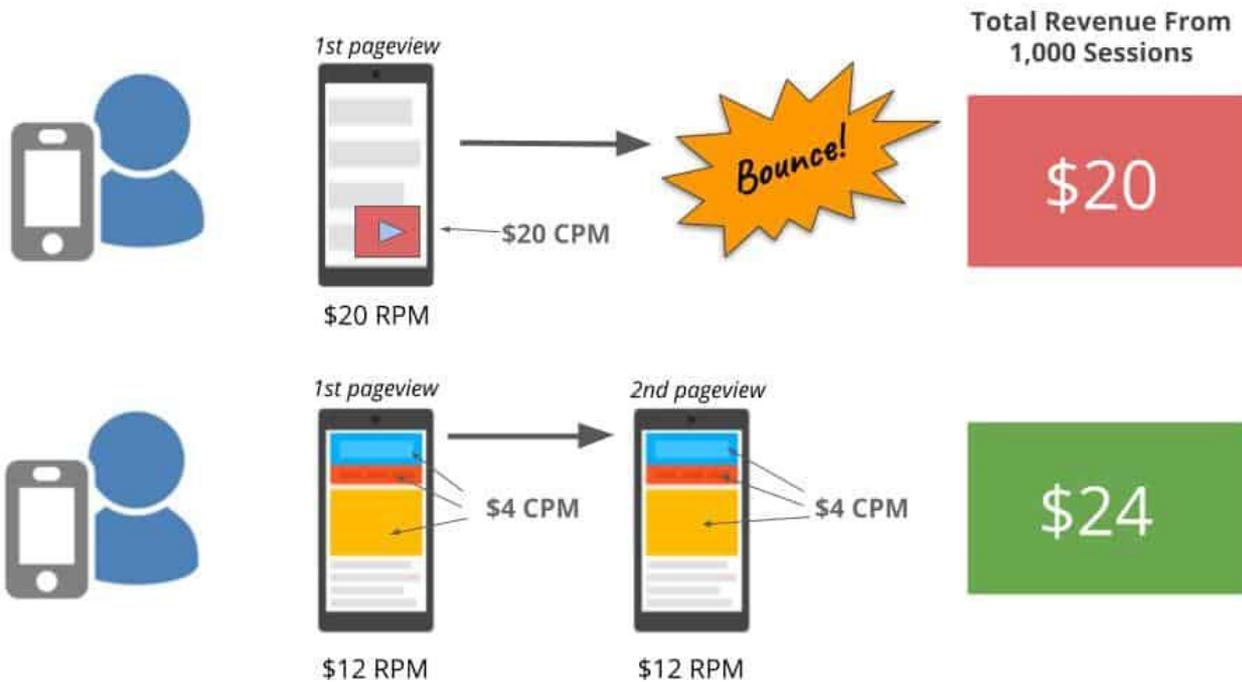
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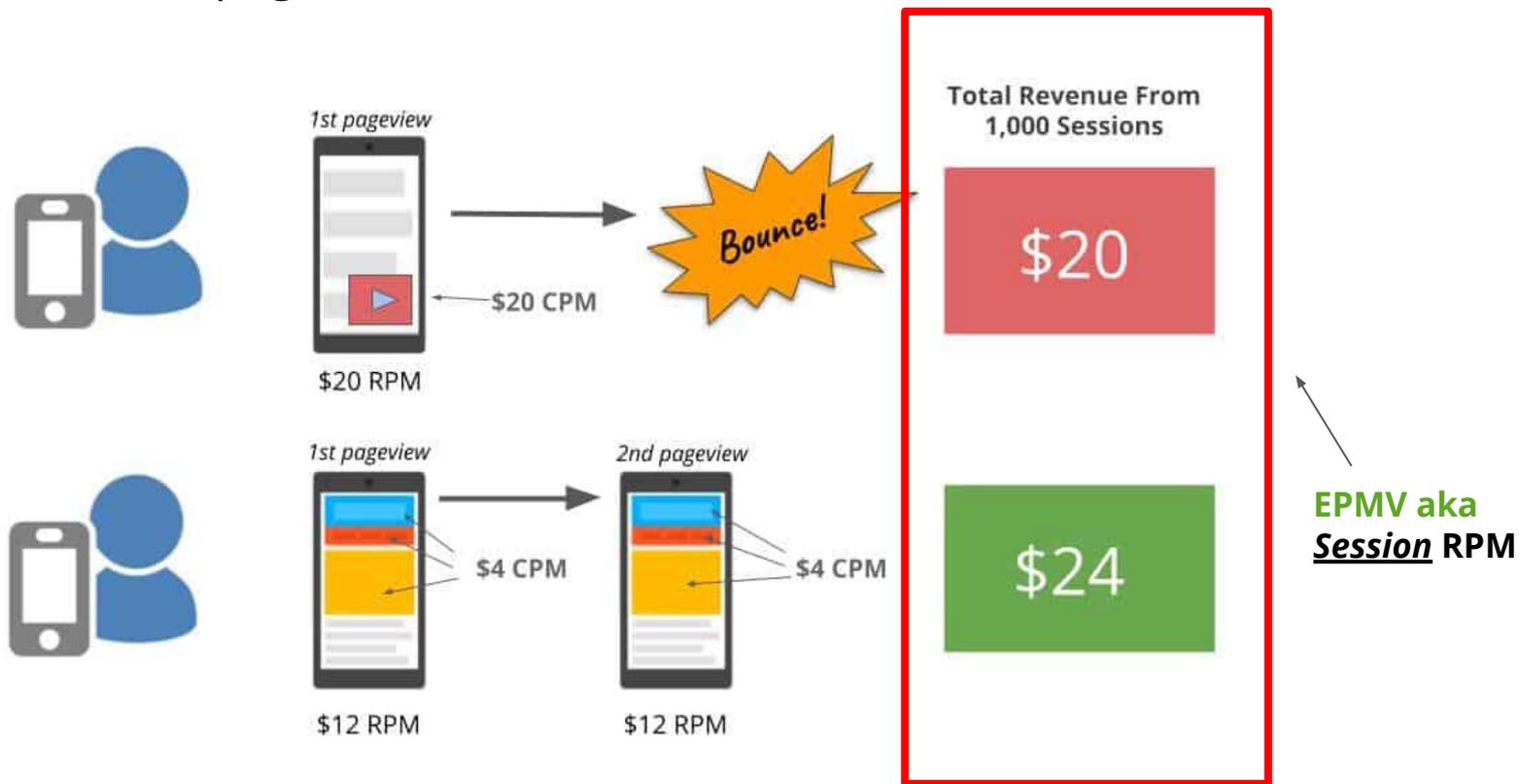
UNIQUE  
VISITOR



# Combining sessions, pageviews, and revenue



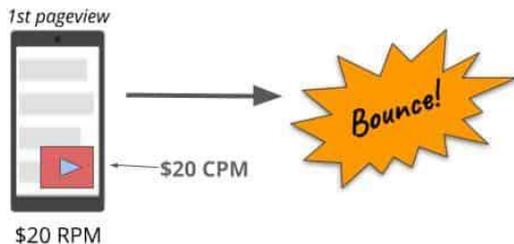
# Combining sessions, pageviews, and revenue



# Combining sessions, pageviews, and revenue

Total Revenue From  
1,000 Sessions

\$20

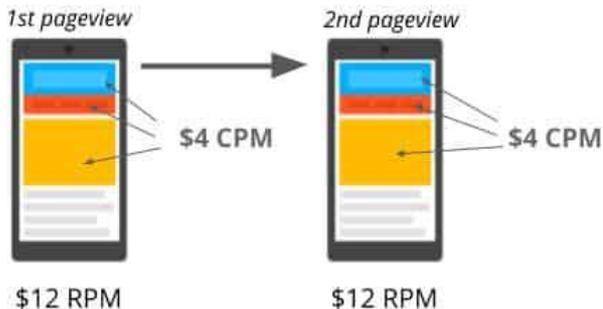


Optimizing for RPMs  
or CPMs

\$400 USD  
Total revenue

← With 20,000 visits **total revenue would be**

\$24



Optimizing for EPMV  
or Session Revenue

\$480 USD  
Total revenue

## Combining sessions, pageviews, and revenue



# Why sessions & pageviews are important to ad revenue

## With Ezoic Ad Tester using Machine Learning

### Reader Type 1



First pageview = 5 ads\*

2:21 time one site and 3 pageviews per visit

2nd pageview = 4 ads\*

1:51 time on page

3rd pageview = 7 ads\*

1:34 time on page

Session RPM  
= \$16.00



First pageview = 3 ads\*

2:42 time on page and 4 pageviews per visit

2nd pageview = 4 ads\*

1:29 time on page

3rd pageview = 4 ads\*

1:01 time on page

4th pageview = 5 ads\*

0:49 time on page

Session RPM  
= \$16.00

**60%  
increase in  
revenue**

\$16.00  
Session RPM  
average

### Reader Type 2

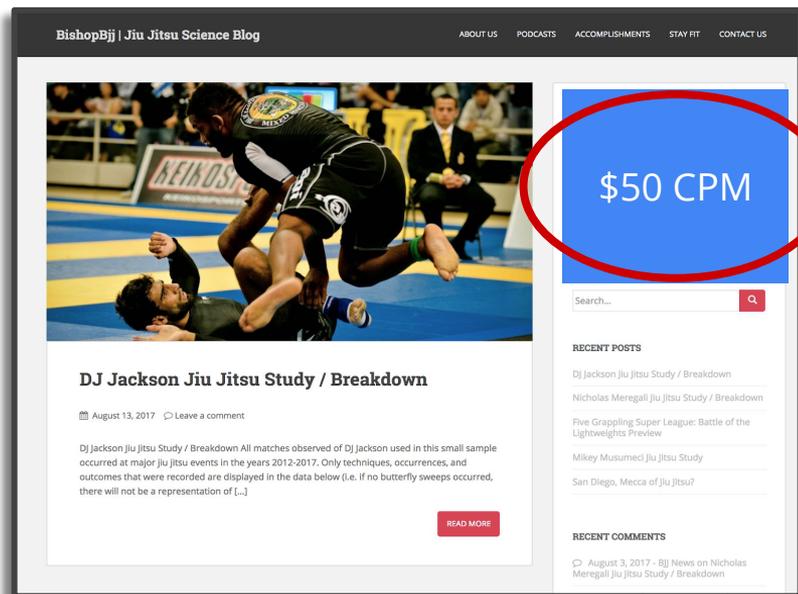
# Long-term health maintained by machines...

Remember ad rates are different for every site. No two sites are the same.

**Example:** A publisher that wants to optimize for CPMs finds that this sidebar ad on their Jiu Jitsu website gets a \$50 CPM.

**The problem:** The publisher fails to take into account the supply and demand that affects the price of ad inventory value over time

...so a few months down the road...



The image shows a screenshot of the 'BishopBij | Jiu Jitsu Science Blog' website. The page features a main article titled 'DJ Jackson Jiu Jitsu Study / Breakdown' with a date of August 13, 2017. The article text is partially visible, discussing a study of DJ Jackson's techniques. A sidebar on the right contains a search bar, a 'RECENT POSTS' section with links to other articles, and a 'RECENT COMMENTS' section. A blue rectangular advertisement is positioned in the top right corner of the sidebar, displaying '\$50 CPM' in white text. This advertisement is circled in red.

Long-term health maintained by machines...

...ad dilution occurs and the two ads now receive only \$25 CPM each and that can continue if more ads are added...

## WHY?

- A. Ads inherently dilute the value of other ads
- B. All bidding is based on historical data (performance)
- C. This may not be seen immediately, but can be seen over time.
- D. It's hard to know what advertisers are bidding on for any given site (viewability, impressions, clicks, leads/sales)

This screenshot shows a website layout with a dark header containing the site name 'BishopBjj | Jiu Jitsu Science Blog' and navigation links: 'ABOUT US', 'PODCASTS', 'ACCOMPLISHMENTS', 'STAY FIT', and 'CONTACT US'. The main content area features a large image of a Jiu-Jitsu match. Below the image is the title 'DJ Jackson Jiu Jitsu Study / Breakdown', the date 'August 13, 2017', and a 'Leave a comment' link. A small text block below the title reads: 'DJ Jackson Jiu Jitsu Study / Breakdown All matches observed of DJ Jackson used in this small sample'. To the right of the article, there are two stacked rectangular ad boxes. The top box is blue and contains the text '\$25 CPM'. The bottom box is purple and also contains the text '\$25 CPM'.

This screenshot shows the same website layout as above, but with three stacked rectangular ad boxes on the right side. Each box contains the text '\$16.67 CPM'. The top box is purple, the middle box is purple, and the bottom box is blue. The rest of the page content, including the article title and date, remains the same.

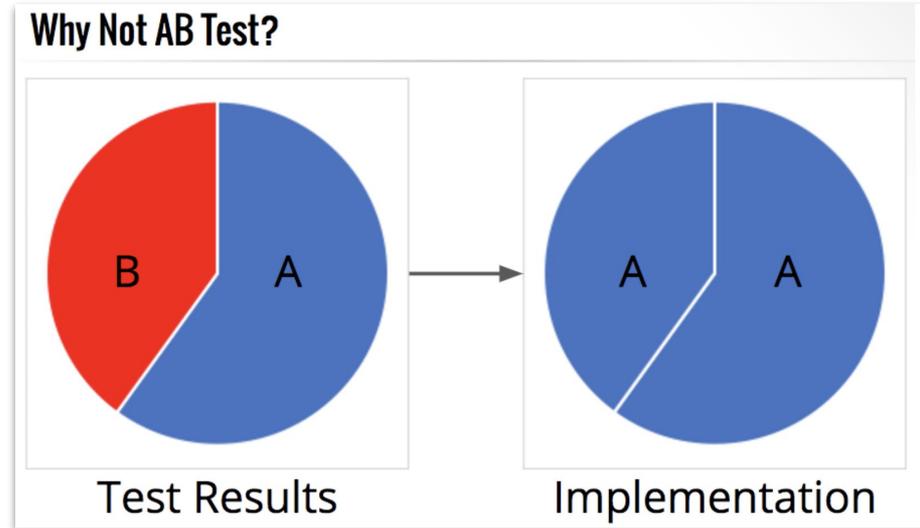
This screenshot shows a section of the website titled 'San Diego, Mecca of Jiu Jitsu?'. Below the title, there is a 'RECENT COMMENTS' section. The first comment is dated 'August 3, 2017' and is by 'Bjj News on Nicholas Merregel Jiu Jitsu Study / Breakdown'.

The issues with A/B testing come with implementation...

### So how is this problem solved?

Continuous multivariate testing; which is what Ezoic will do automatically according to your preferences...

- Placeholders
- Settings



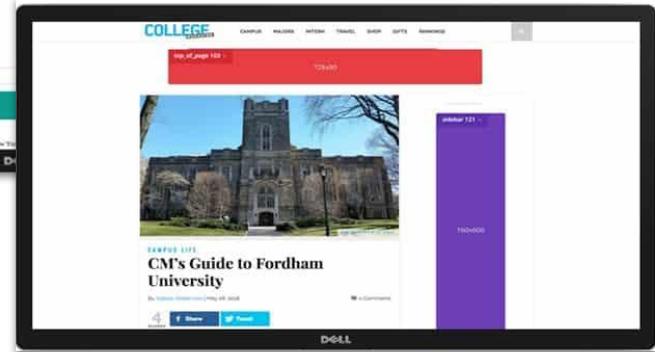
# Ezoic ad placeholders

Ezoic use “placeholders” so that machine learning can test different combinations of sizes, networks, and locations on a PER VISITOR BASIS

That’s why our core monetization feature is called, **Ad Tester**.

Ezoic’s machines run tests to ensure that your site’s goals are met + always optimizing around those goals for the best...

- User experiences
- Revenue
- Long-term ad rates



## OPTIMIZATION GOALS

Set your goals. User experience, revenue, balanced.

- Balanced (default)**
- Revenue Focused**
- User Experienced Focused**
- Custom Settings**

# Ezoic ad placeholders

Ezoic use “placeholders” are potential locations

Unlike an ad unit, a **placeholder may or may not actually display an ad** in that location to an actual reader...

*The more variables, the faster optimization takes place, and the better chances revenue, UX, and any other goals are achieved.*



# Ezoic ad placeholders

Ezoic provides lots of controls so that your best interests are always served.

You can even customize goals

### OPTIMIZATION GOALS

Select how you want to optimize your site.

Revenue 50 %  User Experience 50 %

**Revenue Options** | UX Options

Earnings / Revenue:  100%

Viewability:  0%

Page CPM:  0%

Impression CPM:  0%

TOTAL: 100%

### DISABLE ADS BY PAGE

Page Rules | Ad Tester

URL  Search

If there is a page or directory on your site that you do not want any ads on, you can add a rule to disable them.

### ANCHOR ADS SETTINGS

Site Wide | Additional Settings | Custom Code

Anchor Ads:

Desktop:  Tablet:  Mobile:

# Ezoic and Ad Tester come in

Ad Tester was engineered to help strike the right balance between ad revenue and UX.

The machine learning that powers Ad Tester performs continuous multivariate testing on a per-user, per-visit basis.

## Ad variables tested:

- ad color
- ad size
- ad type
- ad location
- ad density
- ads per page,
- ads per pageview

## Visitor behavior variables tested:

- time of day of visit
- day of the week of visit
- traffic source
- device type
- scroll depth
- geographic location
- and other behavior



The proof is in the data. Ezoic helps manage complexity and maximize revenue.

Of 300 Ezoic publishers who were live from January 2019 to January 2020, all saw improvements across the board in revenue and user experience metrics.

The machine learning that powers Ad Tester figures out over time which sets of variables are most beneficial to UX and revenue, and since these variables are always shifting, the machines are always testing. This is how most publishers see an average of 50% uplift in revenue.

**87%**

INCREASE AVG.  
REVENUE/SESSION

**36%**

INCREASE MONTHLY TRAFFIC

**93%**

INCREASE TOTAL MONTHLY  
REVENUE

**21%**

INCREASE AVG. TIME ON SITE

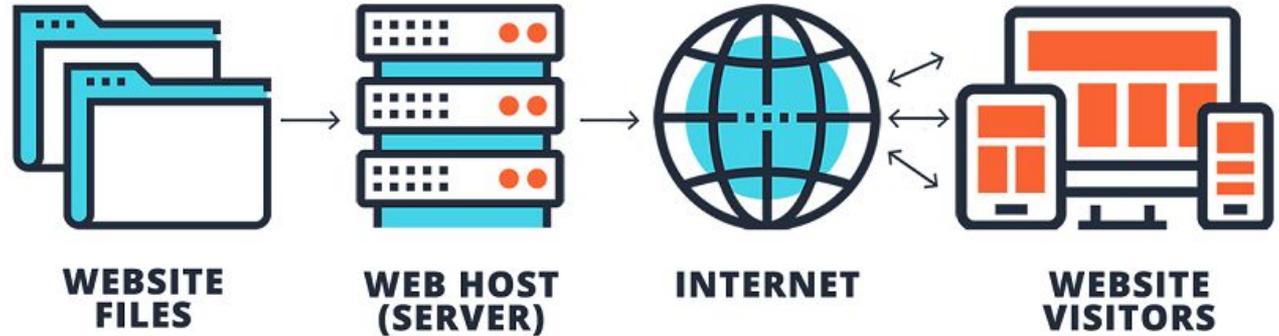
## How websites are delivered

- Host or registrar is the internet address of your site



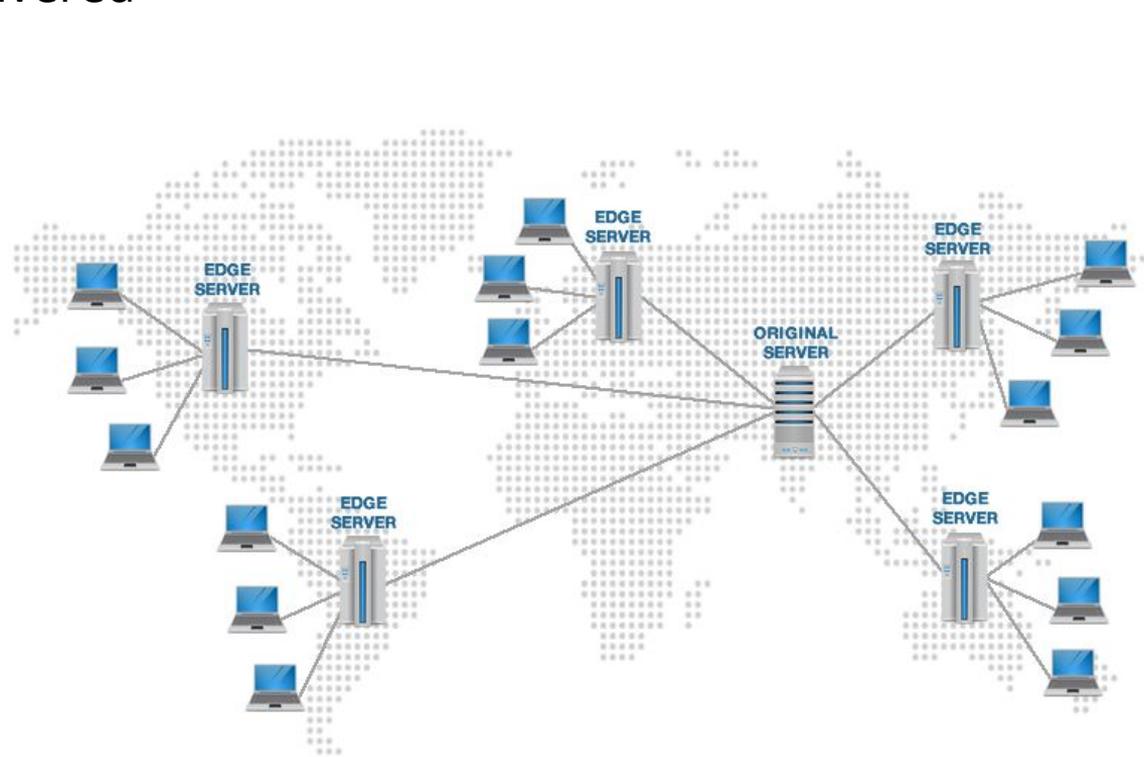
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- Host or registrar is the internet address of your site
- Domain is where users go to call that address to their browser
- CDN is a mirror of the site so the user can get it fast



## How does integrating with Ezoic's work?

Connecting to Ezoic's CDN by pointing nameservers is the easiest way - technically - for Ezoic to be able to serve new experimental ad configurations while you retain complete control over your site. This is because Ezoic works as a proxy between your user and your host.

So, when a user goes to your site, Ezoic will get the content from your host and return it to your user. This means your content will still be loaded from your current hosting provider and you can continue updating and editing your content as you've always done.



# QUESTIONS???

## Tomorrow:

- Ezoic Integration
- Setting Up Ezoic











# Optimizing revenue and controlling preferences with Ezoic