



**ezoic**

**Just Start Program**  
**October 14, 2020 Tutoring Session**

# **Q: What is header bidding?**

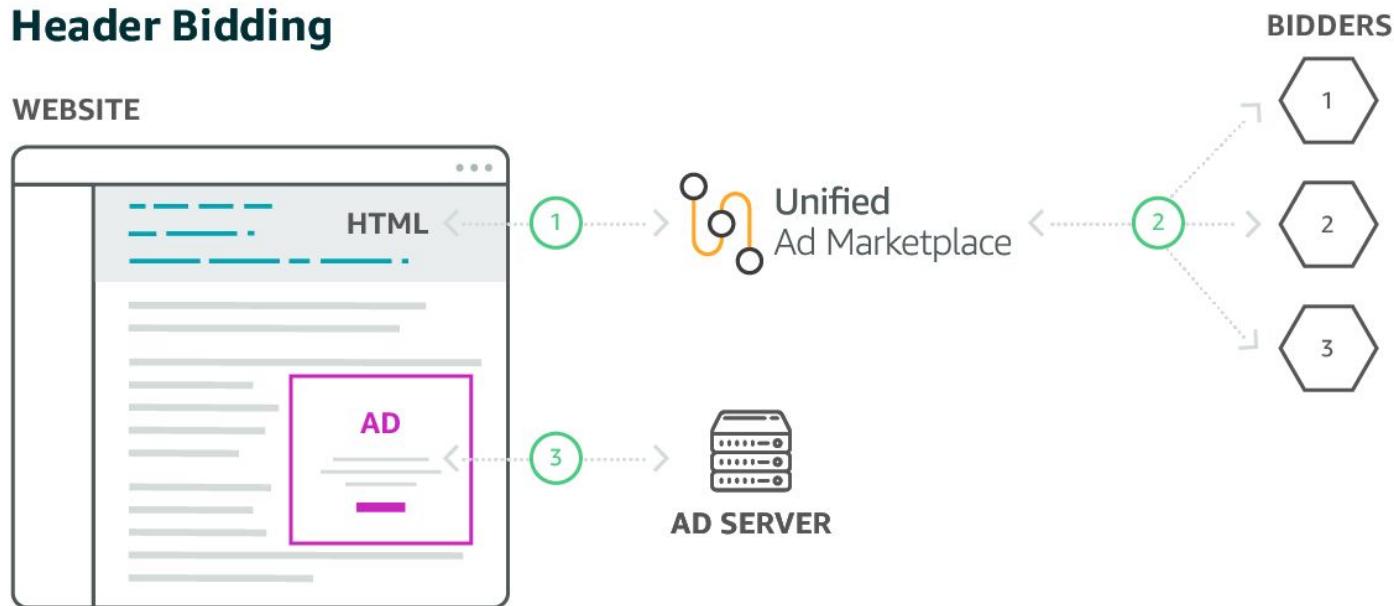
- a. A combination of niche ad networks that work for respective sites
- b. A programmatic technique that publishers use to increase their yield
- c. Another form of major ad exchanges, similar to Google Ad Exchange.
- d. Something that is only offered to big sites

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Header bidding is known as pre-bidding, publishers offer their ad inventory to multiple ad exchanges before making a call to their ad server. By allowing multiple demand sources to bid on the same inventory at the same time, publishers are sometimes able to make more money from each impression.

# HELLO HEADER BIDDING



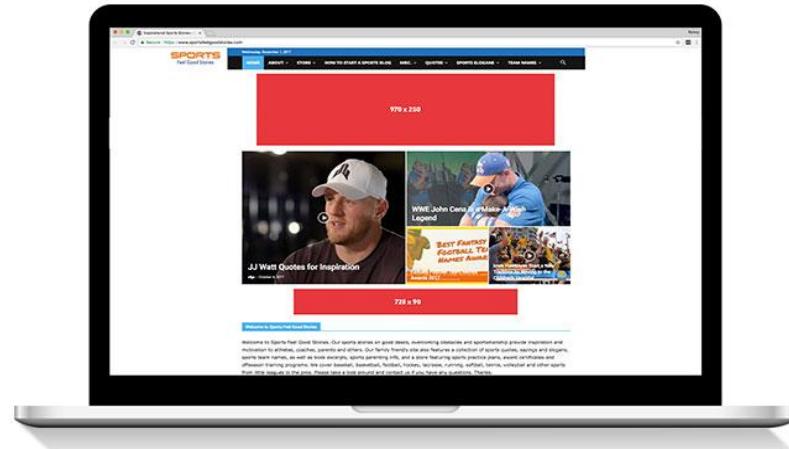
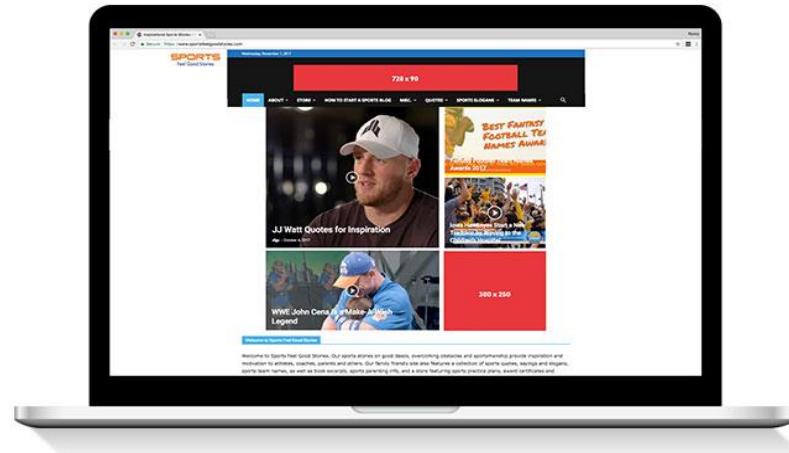
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Ezoic would show a different ad size to two different visitors in the same location if the sizes provide a better user experience to those visitors OR because Ezoic knows that ad bidders pay more for the sizes shown to these different visitors.



**Q: Which matches this definition, “the cost paid for a single ad location on a page”.**

- a. A CPM
- b. A CPC
- c. A CPA
- d. None of the above

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**A CPM is the Cost per 1,000 ad impressions—“Cost per mille” means cost per thousand and is typically referring to the cost to buy 1,000 viewable ad impressions.**

While a CPC is what advertisers agree to pay when an ad is clicked and a CPA is the cost an advertiser is willing to pay per result (sales, sign-ups, lead, etc).

# **Q: What is the most important aspect of determining the potential EPMV a site can make?**

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- b. The geographic location of visitors
- c. The total traffic coming to the site
- d. The niche of the site
- e. None of the above

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- e. None of the above**

None of these can be considered the most important. Remember that:

EPMV = total revenue earned / 1000 visitors

EPMV can be drastically different for two sites in the same niche. Every site is different.

**T/F: A pageview is the number of pages a visitor visits on your website in a single session.**

**TRUE**

**FALSE**

**T/F: A pageview is the number of pages a visitor visits on your website in a single session.**



A pageview is anytime a visitor or user loads a page of your website. The number of pages and which pages a visitor visits will determine how many pageviews each session has, but is not defined as a pageview.

# QUESTIONS???

# Reminders

- Access to Ezoic Monetization will be available to all that complete all 4 courses and take the final test (passing 70%+)
  - If you do not pass, you will be notified via email when the next program is planned.
- Join the Facebook Group at <https://www.facebook.com/groups/juststartprogram/>
- Direct Questions to [juststart@ezoic.com](mailto:juststart@ezoic.com)