



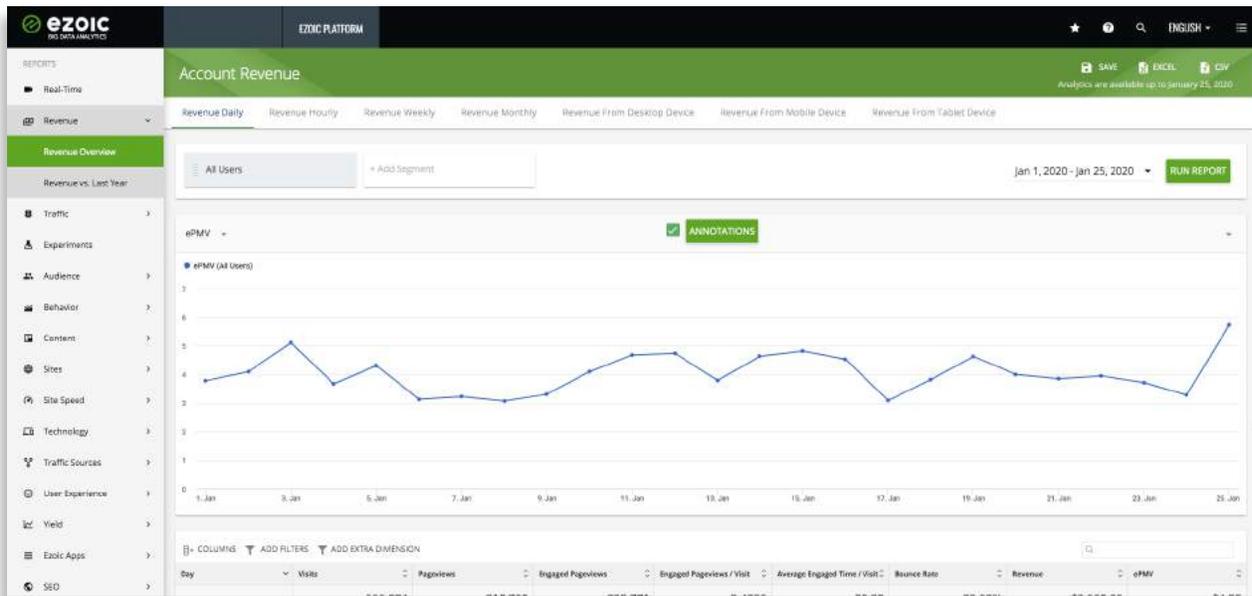
ezoic

Case Study

**BIG DATA
ANALYTICS**



What is Big Data Analytics?



Ezoic's Big Data Analytics dashboard

Ezoic's Big Data Analytics gives publishers information they need to fully understand how visitor behavior, content engagement, SEO, and more directly affect ad revenue. With these reports, website owners can scale data-driven decisions to increase traffic, revenue, and website growth.

We asked publishers to share the reports inside Big Data Analytics that have impacted their business the most. This case study highlights three publishers who have demonstrated unique uses of these data insights, along with examples you can use to boost traffic and revenue.

"Before, we were just paying our writers a fixed rate per article. We were lucky to break even and often subsidized poor-performing topics. We have increased our revenue and freelancer compensation, thanks to Big Data Analytics."

Heidi Alexander
Owner of WrestlingRumors.net

WrestlingRumors.net | Heidi Alexander

Wrestlingrumors.net was created by a group of wrestling enthusiasts reporting on the latest news and rumors in professional wrestling. Today, wrestlingrumors.net publishes 10-20 articles every day, crafted by a team of freelance writers who are diehard wrestling fans.

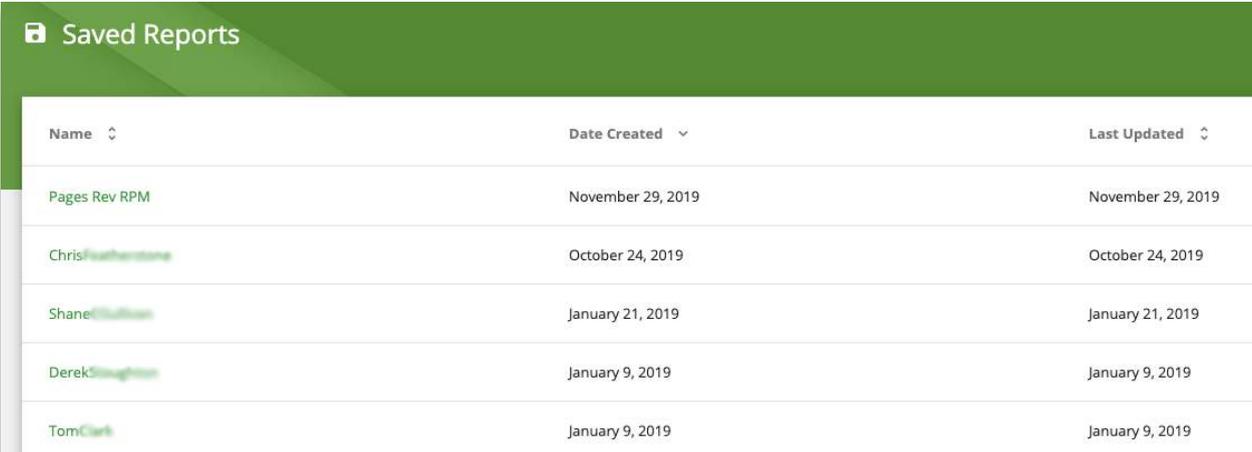


The Big Data Analytics report that has impacted growth for wrestlingrumors.net is a custom Author Metrics report. With Author Metrics, publishers can evaluate the performance of each author's articles on their sites. This report is essential for publishers who have a team of writers or hire freelance writers to produce content for their sites.

Author Metrics in Practice

Heidi took Author Metrics insights a step further by creating a customized report to closely track each of wrestlingrumors.net's freelance authors' performance.

Before using Big Data Analytics, Heidi and her team relied heavily on a writer's expertise to decide which stories to report on. While they had the resources to encourage freelancers to pursue certain stores, there was little financial incentive to do so. Too often, they were losing money on low-performing topics. Big Data Analytics allowed Heidi and her team to create custom reports for each of their writers.



The screenshot shows a table titled "Saved Reports" with three columns: "Name", "Date Created", and "Last Updated". The table contains five rows of data, including a summary row and four individual author rows.

Name	Date Created	Last Updated
Pages Rev RPM	November 29, 2019	November 29, 2019
Chris [Profile]	October 24, 2019	October 24, 2019
Shane [Profile]	January 21, 2019	January 21, 2019
Derek [Profile]	January 9, 2019	January 9, 2019
Tom [Profile]	January 9, 2019	January 9, 2019

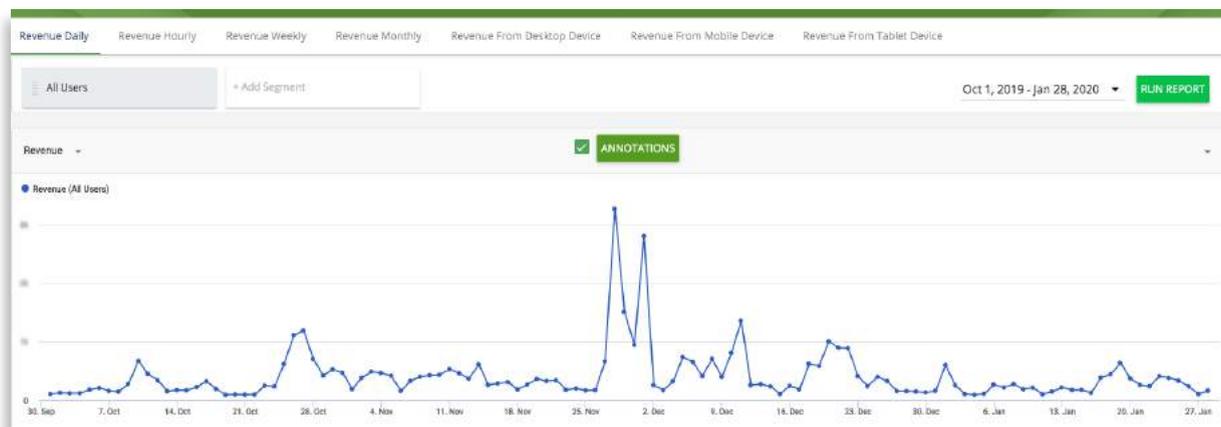
A custom author report in Big Data Analytics

Heidi converted her team from a flat-rate-per-article to a split percentage. The report displays the total income for each writer, making it quick and easy to make weekly payments. If an older article generates new interest, the writer will still be paid on a percentage. This incentivizes internal linking and more time spent on wrestlingrumor.net.

Page	Revenue	Pageviews	Page RPM
	\$2,342.84 % of Total: 87.75%	251,199 % of Total: 85.51%	\$9.33 Avg for View: (2.62%)
https://wrestlingrumors.net/formy/hall/has-get-back-offers-are-also-like-the-water-would-let-his/	\$897.87 (15.27%)	41,803 (16.57%)	\$8.60
https://wrestlingrumors.net/formy/hall/round-happen-medical-update-rob-releque-not-sound-good/	\$244.16 (14.69%)	26,746 (15.43%)	\$9.16
https://wrestlingrumors.net/formy/hall/hasent-many-yet-dustin-rhodes-injured-aw-dynma-somewhat-serious/	\$217.47 (13.55%)	26,441 (11.33%)	\$11.16
https://wrestlingrumors.net/formy/hall/does-things-inside-us-hey-what-mattys-dream-come-true-match-would-are-they/	\$235.76 (9.98%)	19,196 (7.64%)	\$12.16
https://wrestlingrumors.net/formy/hall/that-really-bad-what-wr-offers-let-respect-voice-moments-went-edge/	\$117.86 (5.03%)	11,211 (4.38%)	\$10.71

"The individual reports display each article's financial performance. We share these reports with the writers so they can make informed choices about which topics are trending and which aren't worth pursuing."

Big Data Analytics has helped the team at wrestlingrumors.net make better, data-driven decisions about their website and content. The freelance writers are equipped with the information they need and now have financial incentive to pursue high-performing topics.



Custom reports made in Oct. helped the team increase revenue and get the most out of Black Friday

"Our lead writer now has a far better idea which topics perform well. We are now in Q4 with holiday ad rates and he is happily earning 10-20x his prior income. It's a true win-win."

- Heidi Alexander, WrestlingRumors.net

"I used to think that Ezoic's Big Data Analytics was no different from Google Analytics. But then I started hearing about EPMV, and how focusing on this [instead of RPM] can greatly improve my earnings per visitor, not to mention optimize my readers' user experience."

Luisito Batongbakal
Founder of FilipiKnow.net



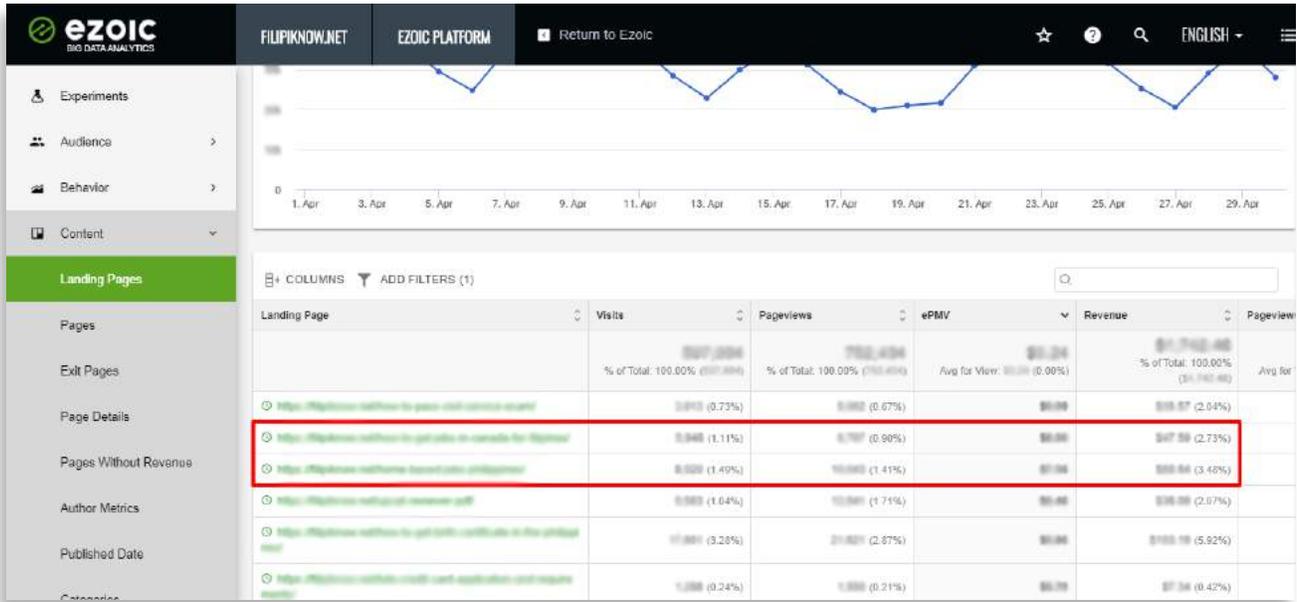
FilipiKnow.net | Luisito Batongbakal

Filipiknow.net started in 2013 as a repository of local trivia, gaining a following through Facebook traffic. However, with a passion geared towards writing, Luisito lost interest in the topic over time and traffic decreased.



It wasn't until he spent a year learning the depths of website infrastructure and SEO that he decided to pivot the direction of his website. From a humble trivia blog, filipiknow.net evolved into the Philippines' largest and fastest-growing "how-to" manuals site on the web.

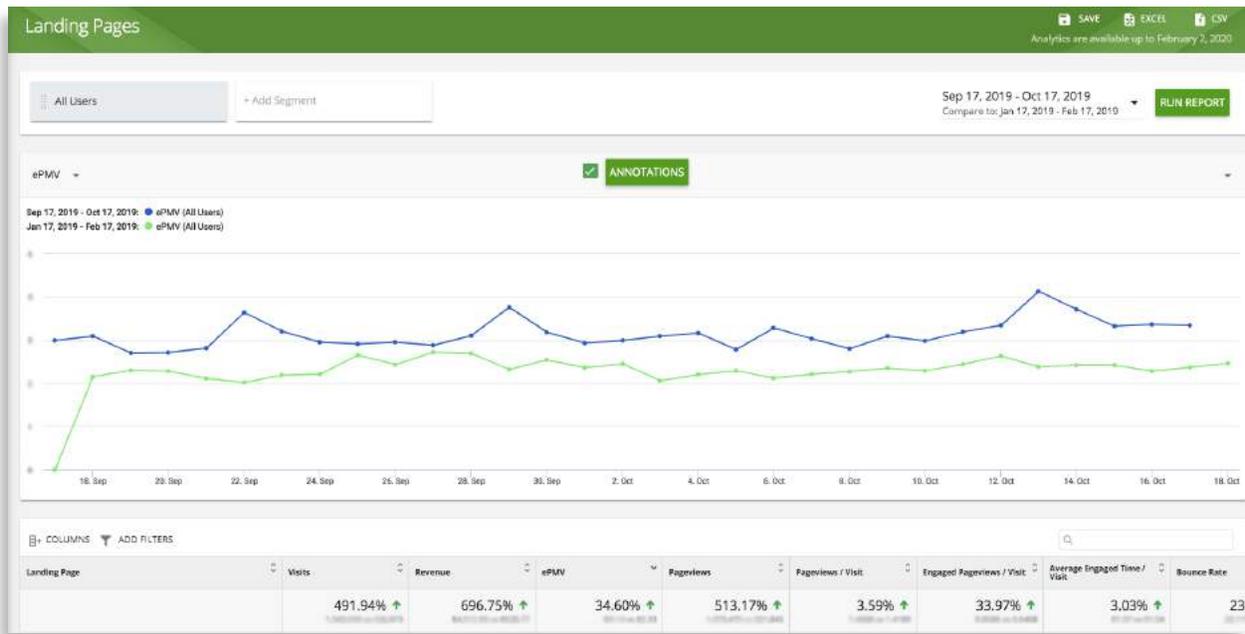
Before discovering Big Data Analytics, Luisito says he only used Google Analytics, along with free keyword search tools every now and then. Over the years, he learned that these tools barely scratch the surface when it came to generating accurate results for his site.



Luisito discovered two landing pages had the perfect balance between high EPMV and traffic through the Content reporting tab in Big Data Analytics. These were the biggest contributors to driving traffic and revenue growth.

Luisito learned more about the value of EPMV measuring through Ezoic's Big Data Analytics and incorporated this into his content marketing strategy to reap success without spreading his resources thin.

To boost his overall earnings further, Luisito took advice from an Ezoic blog to publish similar high-quality articles that point to his two top-performing blogs; this would drive more traffic to the landing pages with the highest EPMV. Using this strategy, his top-performing blogs ranked first in Google after only a few months.



- In under a year, filipiknow.net saw a 300% revenue increase just from strategies developed with data from Ezoic's Big Data Analytics
- In that same time period, engaged pageviews (pageviews the user stayed on a page for longer than 10 seconds) increased by 585%
- Comparing the site's monthly revenue before Ezoic and last month's revenue, filipiknow.net's monthly revenue has increased by 651%

"I can easily compare landing pages and find my most successful. I found that if I could optimize these pages and add relevant content, then I can significantly increase the traffic they receive and ultimately the revenue they generate."

Luisito Batongbakal, FilipiKnow.net

"Before using Big Data Analytics, many of my articles were quite brief and arguably a bit thin. They were great for providing a quick answer to a straightforward question, but there was definitely the potential to add more value for users with more detailed content."

Adam Morrice
Founder of TheGoldfishTank.com



Adam Morrice | TheGoldfishTank.com

Adam's website started back in 2012 as a micro-site to answer questions in what he thought was a small niche. Once that small website started growing traffic, he realized the potential of a site in this niche and wanted to expand to provide a broader range of advice and information. Adam signed up for Ezoic in 2015 and has been a user since.



The Big Data Analytics reporting feature that has accelerated growth for the goldfishtank.com is the Content Viewed Percentage report under User Experience.

"If users are arriving, glancing at the top of an article, but not progressing further down the page, they're clearly not being enticed to keep reading and find out more. This tells me that something isn't working - perhaps my headings or introductory paragraphs, for instance."

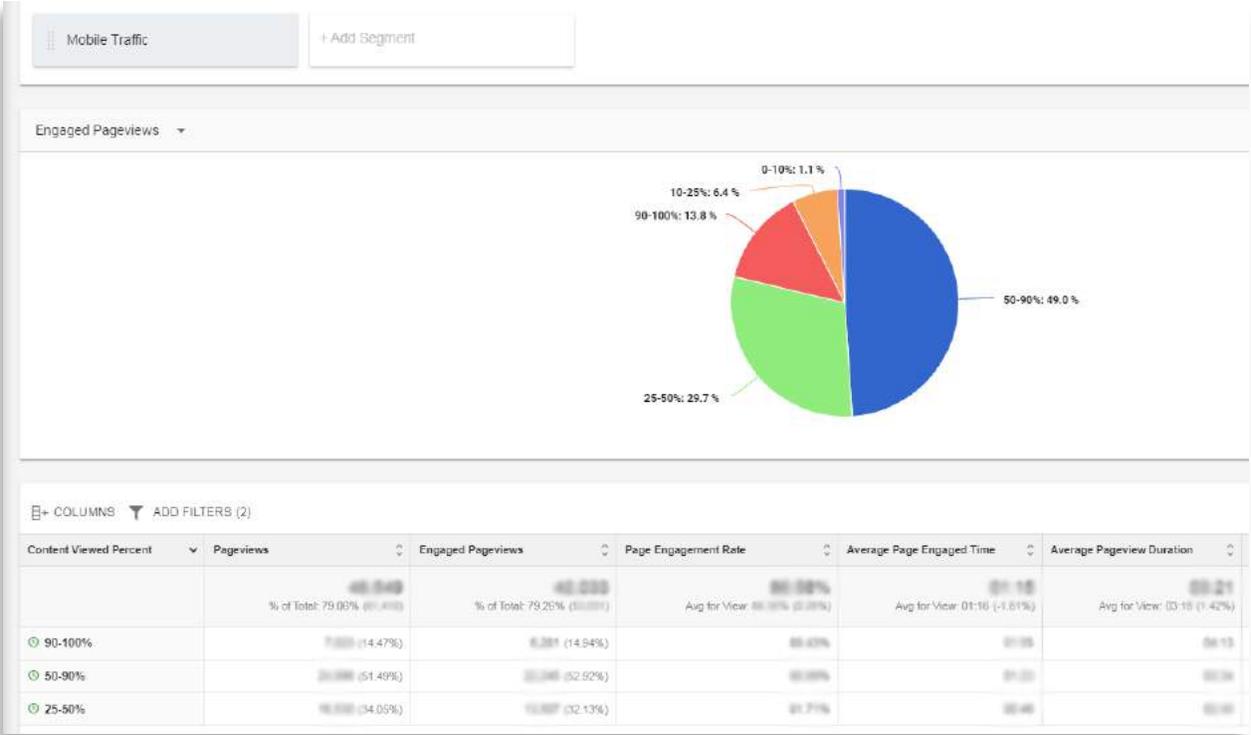
Adam describes this report as a hidden gem inside of Big Data Analytics. With this feature, he optimizes for the percentage of users that are engaging with a majority of the content on his website.

Content Viewed Percent	Pageviews	Engaged Pageviews	Page Engagement Rate	Average Page Engaged Time	Average Pageview
90.100%	46,549 % of Total: 79.06% (81.47%)	46,549 % of Total: 79.06% (81.47%)	86.55% Avg for View: 86.55% (8.03%)	01:16 Avg for View: 01:16 (-1.03%)	Avg for V

To achieve this, Adam created a report that filters out visitors consuming 0-25% and focuses on the 25-50% margin.

After making the exclusions, Adam compares these reports month over month to make more intelligent decisions about his content.

By adding more engaging details to his content and testing the performance with Big Data Analytics, 68% of the visitors on his site engage with 50-100% of content on thegoldfishtank.com.



"I start by selecting Mobile Traffic as a segment, as this is by far the most important traffic for my website. I really want to focus on people viewing 25-50% and work on getting them up to over 50%."

"Big Data Analytics helped me to see the potential of my content and has taught me to take a more user-focused approach."

Adam Morrice, TheGoldfishTank.com