



# 5 New Ezoic Products to Boost Q4 Earnings

Iona Lofrano

# Ezoic Overview



- ❑ Global Team
  - ❑ Carlsbad, Ca - U.S
  - ❑ London, UK
  - ❑ Newcastle, UK
- ❑ 220+ Team members
- ❑ 8+ Languages
  - ❑ English
  - ❑ Spanish
  - ❑ German
  - ❑ French
  - ❑ Croatian, etc.
- ❑ 24/7 Access to Ezoic Knowledge Center & Support System

# Iona Lofrano

## **Publisher Success Manager**

- ❑ Volleyball player / coach
- ❑ Avid baker (cookies, cakes, etc.) and recipe blogger



# Agenda:

- Ezoic Plugin Ad Settings
- Leap
- YouTube Video Import
- CDN Manager
- Seamless Ads.txt
- Bonus!

# Ezoic Plugin Ad Settings

# Ezoic Plugin Ad Settings

1. Install Ezoic Plugin
2. Navigate to the Ad Settings Tab
3. Click on Generate Placeholders
4. Clear Cache
5. Preview Setup (log out)
6. Adjust as Needed

**ezoic**

Integration Status **Ad Settings** CDN Settings Speed Settings Advanced Settings Publisher

This theme recommends the following plugins: [Google Fonts Typography](#), [One Click Demo Import](#) and [ShortPixel Image Optimizer](#).  
There is an update available for: [Lazy Load for Videos](#).  
[Begin installing plugins](#) | [Begin updating plugin](#) | [Dismiss this notice](#)

### Ad Settings

This page will allow you to configure the ad placements on your site. We have already applied the Ezoic recommended configuration.

#### Frequent Questions

**Why do I see a message about placeholder generation?**  
Placeholder generation can take between 3 and 20 minutes. If, for some reason, placeholder generation fails, you will be able to attempt to recreate them after 25 minutes.

**Why are ads displaying in odd locations?**  
Ad placeholders using the Ezoic recommended settings may appear misplaced. The recommended settings are based on the layout of some of the most popular WordPress themes. The theme for this site may be more or less complex than expected and cause layout problems for your ads. If this is the case, you may need to manually configure ad placement. Changing your theme may also change where ads are displayed.

**Why are my placeholders missing or moving?**  
Some themes (such as Elementor or Thrive Architect) are not yet completely supported by the plugin. Stay tuned, though!

**Why doesn't the element picker work?**  
Please contact your support representative for more information.

**How do I manage my ad sizes and fine-tune placement?**  
Please visit the [Placeholder Dashboard](#) to configure your ad placeholders.

**Where can I find data about earnings and visits?**  
Please visit the [Publisher Dashboard](#) for detailed reports and configuration options.

**LET'S GO!**

# Ezoic Plugin Ad Settings

POST PAGE HOME PAGE

## Inserter Settings

Select tags used to identify blocks of content. If the tag

Paragraph Tags

p

Excerpt Tags

p

SAVE

## Edit Display Rule (wp\_under\_page\_title)

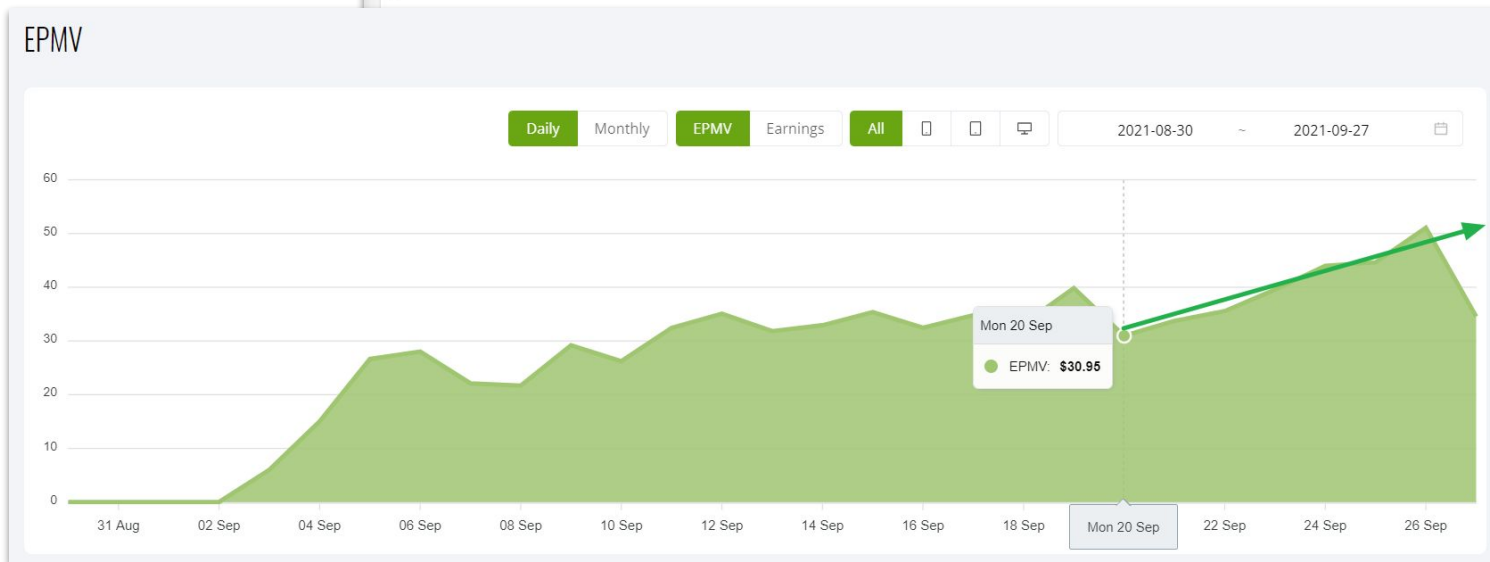
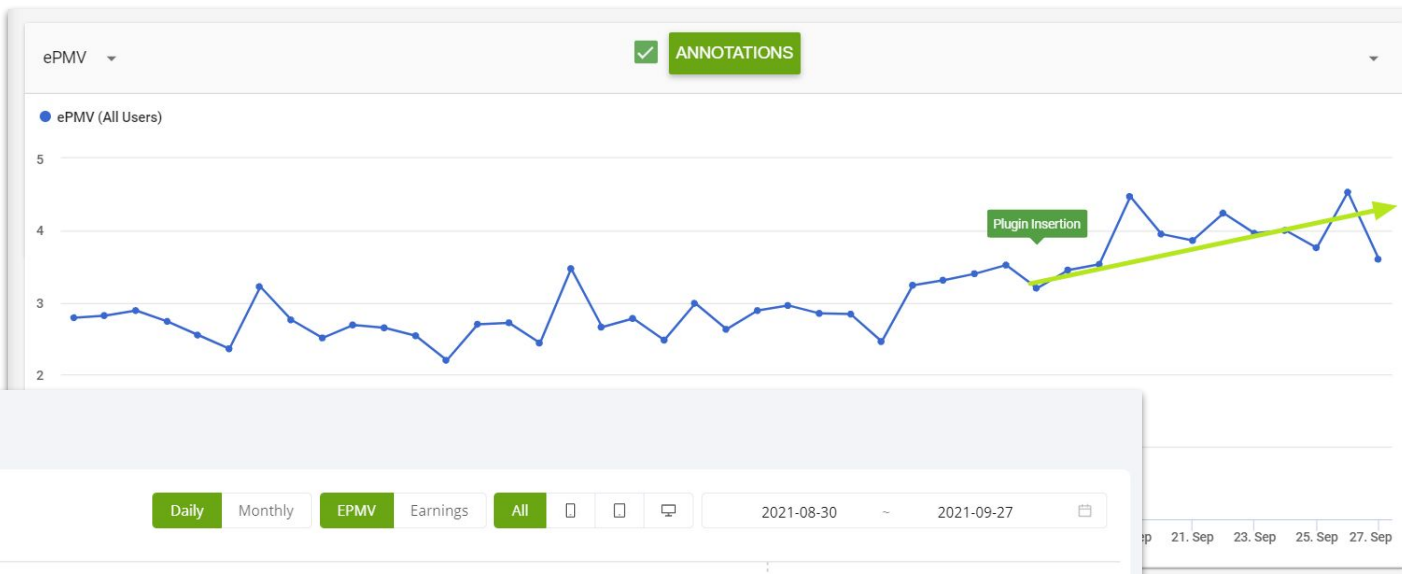
Display

After Paragraph

Option

1

CANCEL UPDATE







# Leap

# Leap

- Improved Speed = Higher RPM
- Leap Specialists to Set Up your Site
- Technology Database to Assess your Site
- Chrome Extension Functionality

The image displays the Leap application interface, which is designed to help users improve their website's performance. The main dashboard shows the Leap logo and a brief description: "Easily improve the performance of your website by decreasing the time it takes for users to engage with your content. This app allows you to turn on several individual features that will automatically optimize the performance of your site in regards to speed." Below this is a navigation bar with tabs for Overview, Core Vitals, Optimization Settings, Technologies, Tester, and Leaderboard. The "Core Vitals" section displays "Core Vital Scores (Last 28 Days)" with a score of 64 for "EZOIC MOBILE SCORE". A "LEADERBOARD" section shows a comparison with a competitor "com" with a score of 67% and a 25% improvement. The "Current Settings" section is shown in a modal view, listing various optimization features: CSS, Images, Static Asset Cache Policy, Minify, Script Execution, and Content. Each feature has a toggle switch and an "Advanced Settings" link. A "Site Speed" extension interface is also visible, showing a "Cumulative Layout Shift (CLS)" score of 0.18 and a "Highlight Shifted Elements" option.

**Leap**

Easily improve the performance of your website by decreasing the time it takes for users to engage with your content. This app allows you to turn on several individual features that will automatically optimize the performance of your site in regards to speed.

Overview Core Vitals Optimization Settings Technologies Tester Leaderboard

LEADERBOARD

Core Vital Scores (Last 28 Days)

64 EZOIC MOBILE SCORE

com 67% LCP FID CLS ↑ 25%

Current Settings

CSS Optimizes the loading of stylesheets and fonts.  ON Advanced Settings

Images Optimizes the loading, serving, and sizing of images.  ON Advanced Settings

Static Asset Cache Policy Caches the static assets across your site.  ON Advanced Settings

Minify Optimizes code by eliminating unnecessary attributes that are not necessary to the files execution.  ON Advanced Settings

Script Execution Optimizes the loading and execution of scripts and ads.  ON Advanced Settings

Content Optimizes the loading of iframes.  ON Advanced Settings

Site Speed

Notifications LCP CLS

Cumulative Layout Shift (CLS)

The CLS performance metric is a sum of the movement of visible elements on the page as the page is loading. The CLS affects the visual stability of the page. A score of less than 0.1 is optimal for this metric.

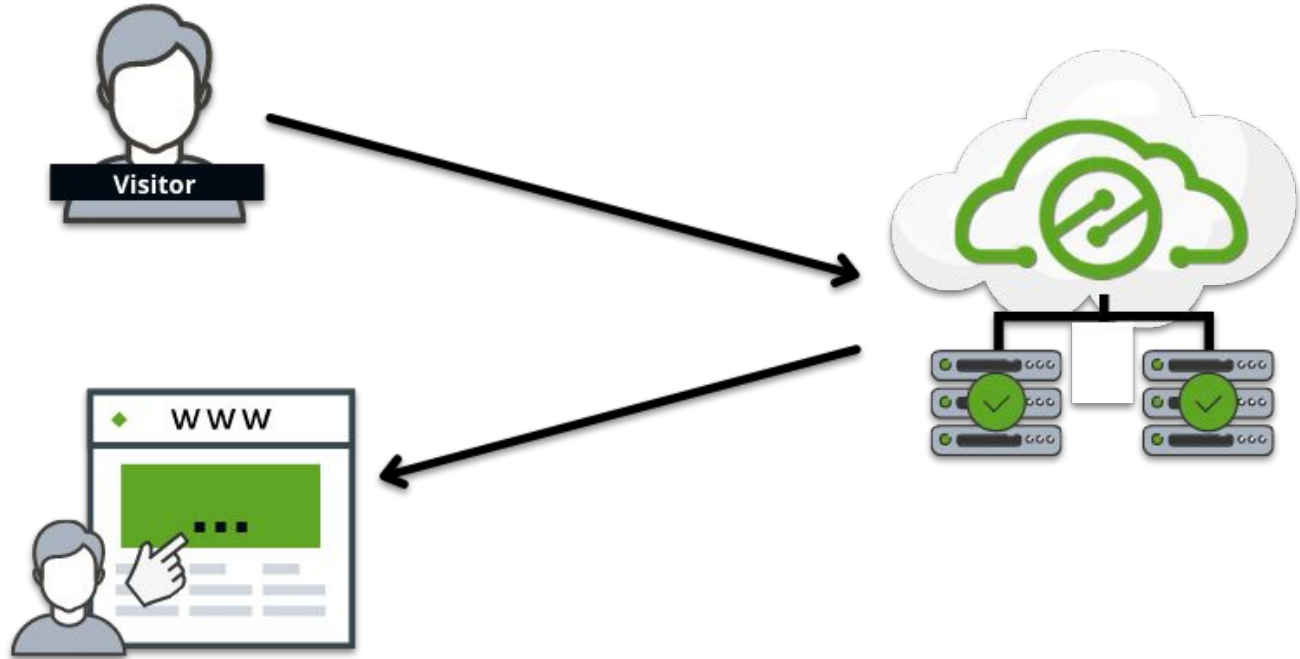
0.18

The CLS Performance Metric is 0.18 for this page. This score needs improvement for the best user experience.

ON Highlight Shifted Elements

# Leap

## Server-side Cloud Delivery



# Leap

Overview Core Vitals **Optimization Settings** Technologies Ezoic Lab Leaderboard

## Editing Current Settings

1 Change Settings 2 Preview 3 Activate

◀ Previous Cancel Next ▶

**CSS** ON

Optimizes the loading of stylesheets and fonts.

[Advanced Settings](#)

**Images** ON

Optimizes the loading, serving, and sizing of images.

[Advanced Settings](#)

**Static Asset Cache Policy** ON

Caches the static assets across your pages.

[Advanced Settings](#)

**Pre-Connect** ON

Speed up the delivery of assets requested from other domains.

[Advanced Settings](#)

**Minify** ON

Optimizes code by eliminating unnecessary attributes that are not necessary to the files execution.

[Advanced Settings](#)

**Script Execution** ON

Optimizes the loading and execution of scripts and ads.

[Advanced Settings](#)

**Content** ON

Optimizes the loading of iframes.

[Advanced Settings](#)

# Leap

BACK

## Find Delayed Scripts

The Delayed Scripts tool allows you to quickly populate a list of external and inline scripts found on a specified URL that the Script Delay feature will delay. Once the list is generated, you can easily choose which scripts you wish to include in the URL rules for Script Delay by selecting yes | no.

Scripts marked 'no' will automatically be added to the URL rules for the tool and will no longer be delayed.

Pro tip: Use this tool to quickly troubleshoot and resolve any potential issues caused by delaying a script essential to a site.

Run a url to detect scripts on the page to add to the tables below

Find Scripts on URL:

Search...

CLEAR SCRIPTS

\*This will not alter existing blacklist

Script Type



Script



Yes | No



Inline	<code>document.documentElement.className = 'js';</code>	<input checked="" type="radio"/> <input type="radio"/>
Inline	<code>window._wpemojiSettings = {"baseUrl":"https://s.w.org/images/core/emoji/13.0.0/72x72V", "ext":".png", "svgUrl":"https://s.w.org/images/core/emoji/13.0.0/svgV", "svgExt":".svg", "source":{"</code>	<input checked="" type="radio"/> <input type="radio"/>
External (src)	<code>https://www.ezoic.com/wp-includes/js/jquery/jquery.js?ver=1.12.4-wp</code>	<input type="radio"/> <input checked="" type="radio"/>
External (src)	<code>https://www.ezoic.com/wp-content/plugins/sitepress-multilingual-cms/res/js/jquery.cookie.js?ver=4.4.5</code>	<input checked="" type="radio"/> <input type="radio"/>
Inline	<code>/* <![CDATA[ */ var wpml_cookies = {"wp-wpml_current_language":{"value":"en", "expires":1, "path":"/"}; var wpml_cookies = {"wp-wpml_current_language":{"value":"en", "e</code> <code>xpires":1, "path":"/"}; /* ]&gt; *</code></td><td><input checked="" type="radio"/> <input type="radio"/></td></tr></tbody></table></div>]]></code>	

# Leap

## Recommendations

Show Active



[VIEW ALL TECH](#)



Mobile newsletter popup is causing mobile CLS issues and should be removed or modified



Please install the [Ezoic WordPress plugin](#) in order to help increase the overall performance of your site.



**Thrive Architect** is extremely detrimental to your performance metrics and should be removed immediately. Adds a large amount of css and javascript to all pages made with the builder. Recommendation is to use the default Wordpress block editor if you want a fast site.

[View Alternatives](#) |

39% of domains using this technology perform *significantly worse* than the average site.



**jQuery** has a negative impact on your performance metrics and should be removed or replaced. [Optimize jQuery with Leap](#)

[View Alternatives](#) |

27% of domains using this technology perform *significantly worse* than the average site.

# Leap

Dimensions: iPhone 6/7/8 ▾ 375 x 667 100%

Alerts LCP CL

### Largest Contentful Paint

The LCP element is the largest visible element that appears in the viewport. The LCP affects the time of less than 2.5s for this metric.

**GOOD**

1.5s

Highlight LCP Element

Dimensions: iPhone 6/7/8 ▾ 375 x 667 100%

Alerts LCP **CLS** Technology

### Cumulative Layout Shift (CLS)

The CLS performance metric is a sum of the movement of visible elements on the page as the page is loading. The CLS affects the visual stability of the page. A score of less than 0.1 is optimal for this metric.

**GOOD** NEEDS IMPROVEMENT POOR ↻

0.07

### CLS Debugger Tool

Step through the elements on your site that are the primary contributors to your CLS score and see suggestions for improvement.

Highlight Top Unstable Elements

### Unsize Image Finder

# YouTube Video Import



# YouTube Video Import

- Authorize Ezoic
- Click on “YouTube Import”
- Select the Videos to Upload
- Assign to Placeholder ID
- Assign Video to Respective URL
- Save!

The screenshot shows the 'YOUTUBE IMPORT' interface. At the top, there is a search bar labeled 'Search Title'. Below it, a list of video items is displayed, each with a thumbnail, a title, and a checkbox. The first item is checked and has a placeholder URL assigned. The other items are unchecked. At the bottom, there is a pagination control showing page 1 of 99, a 'Placeholder ID' dropdown menu set to '156', and 'CLOSE' and 'SAVE' buttons.

YOUTUBE IMPORT

Search Title

Webinar: Ezoic CMO Tyler Bishop Answers Customer Week Questions In Live Q&A

Placeholder URL:

Thank You, Ezoic Customers!

Ad Plugin and Video - Customer Week

Webinar: Lead Product Developer Bobby Dimmick Performs Live Demo of New Ezoic Feature

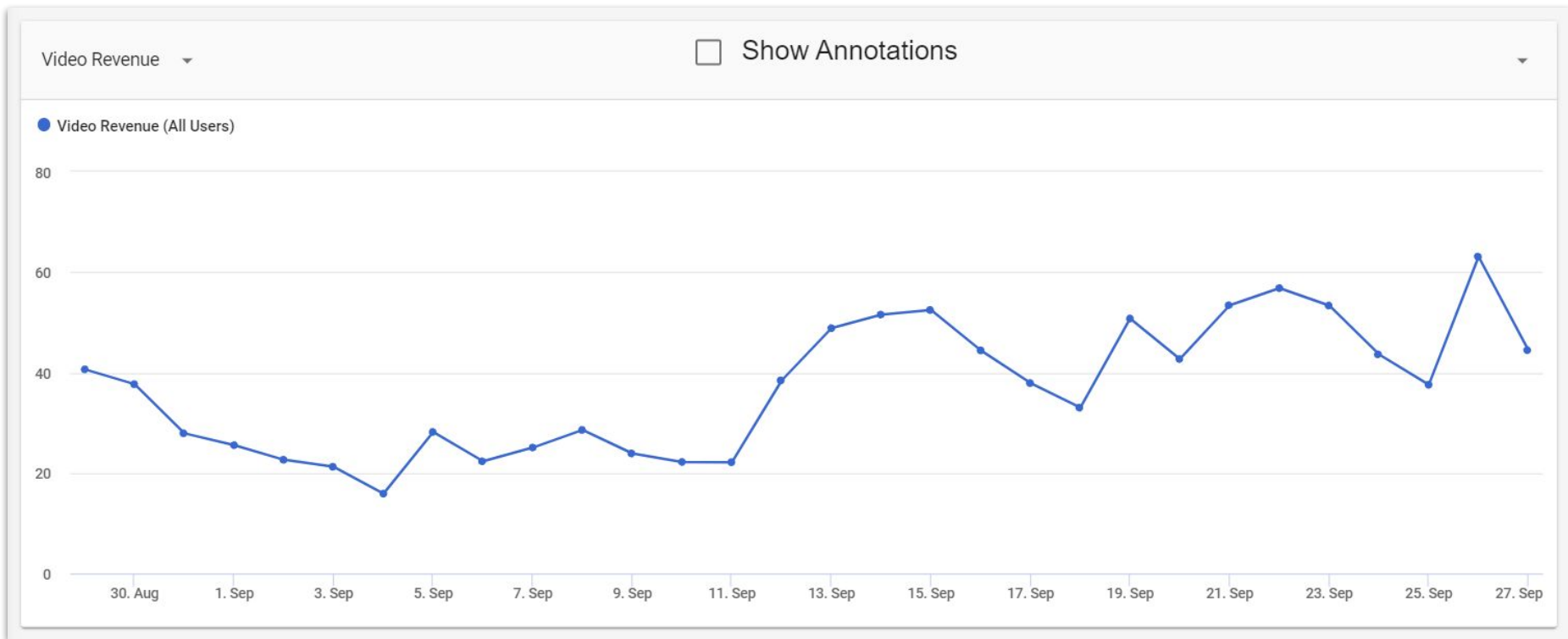
Access Now and Leap - Customer Week

< 1 2 3 4 5 ... 99 >

Placeholder ID ⓘ:

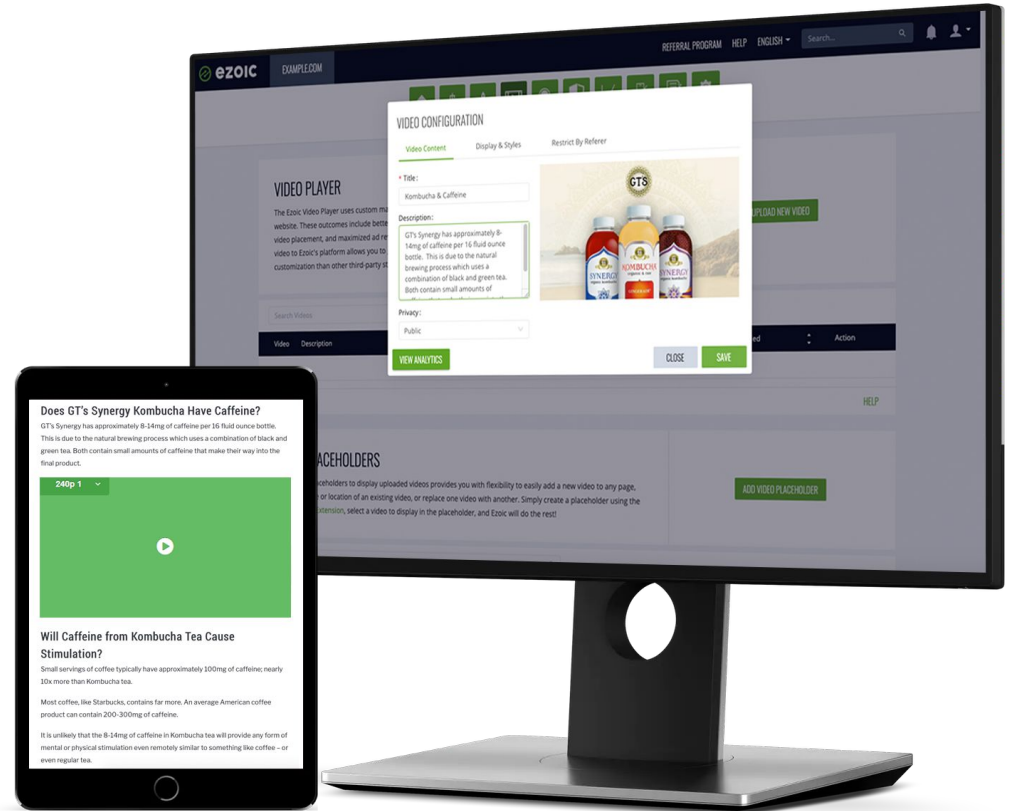
CLOSE SAVE

# YouTube Video Import



# Benefits to Video

- Increased Ad Revenue
- Improved SEO
- Increased Engagement
- Get Traffic from Video Traffic



# CDN Manager

# CDN Manager



Integration Status

Ad Settings

CDN Settings

Speed Settings

Advanced Settings

Publisher Dashboard

Help Center

## Ezoic CDN Settings

This feature uses the Ezoic CDN API to automatically purge content/pages from the Ezoic CDN whenever a post or page is updated.

Ezoic API Key

You can find your [API key here](#).

*\*Required*

Automatic Recaching

Enabled  Disabled

Turn on automatic clearing of Ezoic caches when a post or page is updated.

*\*Recommend enabling*

Purge Home

Enabled  Disabled

Will purge the home page whenever purging for any post (Automatic Recaching must be enabled).

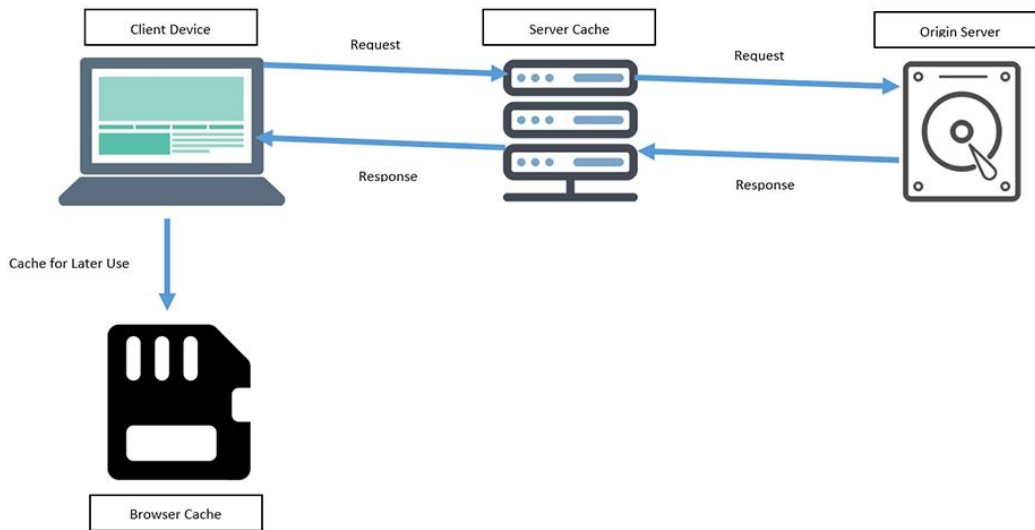
*\*Recommend enabling*

[ [show advanced options](#) ]

Save Settings

# CDN Manager

- Cache Hits = Higher Page RPM
- Increase Cache age 30-60 days
- Also Improves UX



Ezoic Cache Level	Pageviews	Average Page Engaged Time	Page Engagement Rate	Average Time To First Byte	Average Time To Interactive	Page RPM
	812,937 % of Total: 100.00% (812,937)	00:14 Avg for View: 00:14 (0.00%)	37.93% Avg for View: 37.93% (0.00%)	1,122.05 ms Avg for View: 1,122.05 ms (0.00%)	2,016.66 ms Avg for View: 2,016.66 ms (0.00%)	\$10.64 Avg for View: \$10.64 (0.00%)
Cache Hit	690,212 (84.90%)	00:14	40.32%	862.31 ms	1,780.23 ms	\$11.59
Cache Miss	106,707 (13.13%)	00:08	23.08%	2,869.64 ms	3,643.46 ms	\$5.03
Cache Off	16,018 (1.97%)	00:12	33.97%	1,074.80 ms	1,747.19 ms	\$6.85

# Seamless Ads.txt

# Seamless Ads.txt

- #1 Way to Improve EPMV
- Necessary for All Ad Partners to Compete
- Select “Create ads.txt File For Me”
- Press Save!

The screenshot displays the 'ADS.TXT MANAGER' interface. At the top, there is a section for account management with the following elements:

- Ads.txt Manager Account ID:** A text input field.
- Ads.txt Manager for account (ID: 19390):** A toggle switch currently set to 'OFF'.
- Enable Ads.txt for:** A dropdown menu.
- ADD A NEW NETWORK:** A green button.

Below this is a table listing various ad networks. The table has five columns: Ad Network Domain, Ad Network Account ID, Account Type, Certification Authority ID, and Actions. Each row represents a different ad network configuration.

Ad Network Domain	Ad Network Account ID	Account Type	Certification Authority ID	Actions
152media.com	152	DIRECT		✕
152media.info	152M7	RESELLER		✕
33across.com	0010b00001shFQpAAM	DIRECT	bbea06d9c4d2853c	✕
33across.com	0010b00002cGp2AAAS	RESELLER	bbea06d9c4d2853c	✕
33across.com	0010b00002CpYhEAAV	RESELLER	bbea06d9c4d2853c	✕
33across.com	0013300001kQj2HAAS	RESELLER	bbea06d9c4d2853c	✕
33across.com	0013300001qkdlwAAA	RESELLER		✕
33across.com	0013300001r0t9mAAA	RESELLER		✕
33across.com	010b000018lt8baae	DIRECT	bbea06d9c4d2853c	✕



# Seamless Ads.txt



BONUS!!

# Levels Education!

- Learn Best Practices for:
  - Growing your Social Presence
  - Building SEO Strategy
  - Monetizing your Site with Ezoic
  - Content Writing Strategy
  - Plus Much More!



<https://levels.ezoic.com/level-up-program/>

# Q&A