

PARTNER SPOTLIGHT

Ezoic makes it easy for publishers to optimize websites

Ezoic is an automated website testing company that enables publishers to evaluate and optimize ad placements and website layouts. Utilizing AdSense and DoubleClick Ad Exchange, Ezoic helps publishers maximize revenue and improve user experience across desktop, mobile and tablet.

An effective, simple way to improve user experience

Transforming user experience across publisher websites is a top priority for Ezoic. As Ezoic's Chief Customer Officer, John Cole, explains, "We discovered early on that the location of ads on the page had a large impact on page views. We can typically get a **50% improvement in revenue** from testing new ad combinations and making them work better for the users. In the early days of the company, we bought websites to test out our theories and realized that you simply cannot improve monetization without tackling user experience."

Publishers may find manual ad testing too time-consuming and technically challenging. With Ezoic's automated testing platform, publishers can access a machine learning (A.I.) testing system that could help them increase revenue and improve user experience at the same time.

Case Study: SimplyPsychology.org

SimplyPsychology.org is a popular, go-to spot for students and teachers interested in psychology. According to an internal study commissioned by Ezoic, SimplyPsychology.org **increased revenue by more than 400% and saw an 84% rise in time spent on site** by optimizing their layout with Ezoic's testing platform.

*All numbers are based on Ezoic's internal reporting.



About

Ezoic is an automated website testing platform that helps businesses increase traffic and boost revenue by testing hundreds of ad location and style combinations.

Customer focus

Ezoic serves any web publisher seeking to improve the overall user experience on their website.

Expertise

- Creating easier ways for users to navigate and discover content with automated site testing
- Optimizing ad income by testing different page layouts and ad positions
- Helping publishers use AdSense and DoubleClick Ad Exchange to monetize sites and ensure layouts are policy-compliant

Recent successes*

- Increased revenue by 400%, with an 84% increase in time on site for Simply Psychology
- Increased time on site by 43% for Perfect English Grammer

“Anyone can add ads to a page, but that’s just short-term. What Ezoic does is use analytics to make sure that the user experience is superior. We’re tackling the enormously complex task of balancing user experience, content, and monetization. And we’re doing it through data that spans all platforms.”

–John Cole, CCO, Ezoic



Case Study: Askdavetaylor.com

Askdavetaylor.com, a successful online hub for technology questions, product reviews, events, and deals, turned to Ezoic to optimize their website. Ezoic reports that from using their solutions, Askdavetaylor.com **boosted page views 49% and increased revenue by 89% in one year.**

Case Study: Perfect-english-grammar.com

Another Ezoic success, perfect-english-grammar.com, attracts thousands of worldwide users who are interested in language usage, grammar rules, and training. From testing and measurement with the Ezoic platform, this company **increased average time on site by 43% over a two year period and improved the bounce rate by 30%.**

Providing the latest and greatest to publishers

Founder Dwayne Lafleur explains, “When we started Ezoic five years ago, we had the sole goal of making life easier for publishers. Running a website is much harder than it used to be – publishers have to worry about mobile support, site speed, and usability while also earning an income. For many people and businesses, this is their livelihood, so there’s a lot on the line.” With approximately 65% of the traffic they see now on mobile, Ezoic has released several new applications that help publishers organize, monetize, and improve mobile websites.

Google certification builds trust

As a partner in Google’s Certified Publisher Partner program, Ezoic is now able to help even more publishers optimize websites, increase revenue, and improve user experience. Cole explains, “Being a Google Certified Publishing Partner is great for our business. Both long-standing publishers and those new to operating a site see the Google badge and know that they are dealing with a reputable company.”

About the Certified Publishing Partner Program

A Certified Publishing Partner can help when you don’t want to do it alone. Our publishing partners handle everything from setting up to optimizing and maintaining ads, so you’re free to spend more time publishing content on your site. Using Google best practices, partners are adept at maximizing performance and earnings with AdSense, DoubleClick Ad Exchange, and DoubleClick for Publishers.