



12 Gifts for Publishers

Holiday Edition

#12GiftsForPublishers

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11 Holiday Tips for Publishers

It's that wonderful time of the year again: the holiday season! As a publisher, here are some of the things you can do before the busiest time of the year begins to maximize your revenues.

#1 – Look at last year's data

If you have last year's audience data from Google Analytics available, for example, you can check the following: where did most of the audience come from, which pages did they visit, which search queries did they use, and how long did they remain on your site. These will provide your benchmark for the months to come.

#2 – Optimize your website speed

Slow loading time means your viewers will get impatient and leave your site. If you haven't checked your page speed, now is the time to do so. You can use the free [Google PageSpeed Insights tool](#) to find out load time issues and recommended fixes.

#3 – Be mobile and tablet-friendly

Mobile use is on the rise, which means you also have to optimize the mobile-version of your site if you haven't yet. Put yourself in your audience's shoes and imagine looking for what you need. Can it be accessed easily? Is it loading properly? You can also ask a friend or colleague to give you constructive feedback.

Related Read: [How to Create the Best Experience for your User's Situation](#)

#4 – Focus on user-experience

Your visitors' interest and engagement should be on top of all publishers' priority. Without their trust, you will lose a lot. Win their attention and loyalty by producing high quality content and interact with them often.

Read more: [Engage and Monetize: How to Win Readers' Attention while Earning from Ads](#)

#5 – Take note of your page hotspots

Use a heat map tool such as [sumome](#) or [crazy egg](#), to understand how viewers interact with your pages. It's best to put your best content in the "hottest" areas and place your advertisements near it.

Related Read: [Tried and Tested: Best AdSense Placements](#)

#6 – Have a holiday marketing campaign

It's important to join in the merry season by promoting your business online through social media channels and other places where your target audience frequent. Consider doing paid search and promote your ads if it's not part of your regular campaign. Give your audience a reason to visit your site by giving them content they want.

#7 – Create context for your ads

Whatever niche you're in, create content that's useful for your visitors for the holiday season. Advertisements displayed on your site are most likely customized for the holidays, so be sure to complement these with holiday-themed articles. For example, you can create listicles or gift-guides appropriate for your audience.

#8 – Keep your page Google AdSense Policy compliant

You wouldn't want to be banned during this crucial time so ensure you keep your site free of violations by always making sure your ads are placed properly and your content well-

moderated. If you want to have a refresher or when you're in doubt if your site changes are not breaking any rule, it's best to go straight to the [AdSense help page](#).

Related Read: [10 Most Common AdSense Violations: Meme Edition](#)

#9 – Fight ad blindness

Next to ad blocking, ad blindness is also a serious issue especially now that publishers will only [get paid for viewable ads](#). To ensure your ads get viewed, study your heat map data and experiment with ad placements. Make sure to still follow ad placement policies and don't just put ads above the fold for the sake of viewability.

#10 – Create backup ads

Avoid showing any blank ads by creating backup ads to maximize your ad revenues. Make use of this time to look for opportunities to advertise seasonal businesses. Here's how you can do it: <http://www.monetizemore.com/blog/how-to-setup-backup-ads-for-google-adsense-or-ad-exchange/>.

#11 – Don't stress too much

If your site's performance goes down during the holidays, don't worry much about it. Unless you're an e-commerce site, that is. During the holidays, understand that people are busy making their lists and checking it twice. They're probably caught up in the rush during the last quarter of the year. It's also a perfect time to evaluate your past year's performance and strategize for the next.

7 Holiday Traffic Strategy for Publishers

7 Holiday Traffic Strategy for Publishers

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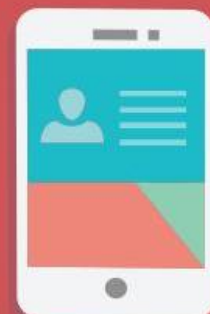
#1 Fix potential site usability and issues



Make sure that before Q4 hits, you've covered all bases to ensure your site is capable of handling the influx of user activity.

#2 Optimize for Mobile

Check loading time, image displays, CTA buttons, and overall responsiveness.



#3 Keyword Research + Analytics Data



Make data-driven initiatives by looking at your most important search terms, and utilizing tools for website analysis

TIP:

Once you know your keywords, do on-page SEO to your most important holiday-themed pages.

BONUS!

We'll be giving out a free Google Analytics Publisher Dashboard exclusive to our MonetizeMore subscribers.

So join the newsletter now!



#4 Create your Holiday Content Marketing Plan

Now you're ready to craft your holiday content marketing plan.

Armed with the right data and an optimized website, it's time to get creative!



#3 Publish in advance



To make the most out of search and social media traffic, plan your content in advance and publish at least 45 days prior to actual holiday dates.

TIP:

Calls to action with a sense of urgency (i.e. 'Limited time offer') highly boost consumer response.

TIP:
Create 'Coming Soon' banners
or texts to encourage visitors
to come back for more
all throughout the campaign
duration

#6 Align your Marketing Channels



Each platform may have a different set of target users, so it's best to come up with an engagement strategy for each

#7 Holiday Outreach



Connecting and giving influencers a chance to try your holiday offer allows them to (hopefully) become brand ambassadors who can drive conversions beyond the holiday season.



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Top Resources for Understanding the Display Advertising Ecosystem

When you think about the process of advertising, you might imagine it as a linear path going from point A (the brand) to point B (the consumer). However, there are many complexities behind the scenes of the display advertising ecosystem that can both confuse and overwhelm beginners to the online publishing game.

For publishers, there's no need to become an expert in the intricacies of advertising technology in order to profit from it. But knowing the basics is highly beneficial, and having a grasp on ad tech can help you make better business decisions.

Here are three of the best resources for understanding the display advertising ecosystem:

The Interactive Advertising Bureau's (IAB) Ecosystem Overview

The IAB's overview on how advertising data is delivered through the ecosystem from advertiser and eventually to the consumer. If you want to know the basics of the digital advertising process and prefer not to be bogged down by too much information, you can check this out.

<http://www.iab.net/data/ecosystem.html>

Display Lumascape

Luma Partners, one of the most influential investment firms in the media and tech industry, made different infographics on key sectors in media, including display advertising. Lumascapes mapped out the different parts of the ecosystem and identified the major companies that supply these services. This is a good guide on how to select the companies you want to work with and to be in the know of "who's who" in the industry.

<http://www.lumapartners.com/lumascapes/display-ad-tech-lumascape/>

Display Advertising Landscape by Learn AdTech

Learn AdTech's infographic is the most robust among the three and interactives here. You can click on each part and observe an overview of each aspect. It also cites possible directions for each pathway.

http://www.displayadtech.com/the_display_advertising_technology_landscape#/ssps-definition

Where does MonetizeMore belong?

MonetizeMore leverages both [programmatic and manual ad optimization methods](#) to maximize the potential revenue for our partner publishers. Our ad optimization experts are not only up to date with the landscape but also have in-depth training on ad monetization.

The complexity of the ecosystem can discourage publishers from considering advertising as a way of earning money. We aim to educate publishers about the advertising ecosystem and how to treat it with more confidence.

7 Best AdSense Tips for the Holidays



It's Quarter 4 and advertisers, just like shoppers, are waiting to spend the last of their budgets by Christmas eve. Though we're only in November it may feel like Santa's come early for publishers.

Here at MonetizeMore, we've been bombarded with offers on video banners, skins, inread video, native discovery widgets, popups—you name it—by our ad network partners! It's that rare time of year when publishers are flooded with too many choices. But is it really wise to run all these different ad formats at the same time?

We'd like review how these formats can affect yield so AdSense and Ad Exchange publishers can weigh their options wisely. Check out our **AdSense tips for the holidays**.

Related Read: [11 Holiday Tips for Publishers](#)

1) Video Banners

Video banners are great! Rates are far higher than display and they look sharp. Make sure to limit yourself to one placement per page. Running multiple video units in page can impact page load, resulting in missed impressions and loss of revenue. Lastly, make sure to mute video ads by default, it's a best practice to prevent scaring off users.

Our Recommendation: It's best to run on one static placement with [high viewability rate](#) but check out an in-content big player as part of your article post. This in-content ad format does not show up 100% of the time so your page loads will be barely affected. Plus, it's usually \$7 in Tier 1 geos! That's a bonus!



2) Huge Billboards and Pushdowns

Billboards of 970px are quite popular in the EU, but not so much in the US, CA and AU. Nonetheless these ad units result in 80% visibility, so they can pay well. But beware, as they do push content down the fold and may have the undesired consequence of rendering your Above the Fold (ATF) ad to Below the Fold (BTF). Naturally, this will decrease your ATF unit's revenues.

Our Recommendation: If you can agree with your partner advertiser or ad network to run the Huge Billboards below the fold, this is best. Though many publishers use 728×90 ad units as a standard, we recommend you swap those units with the 970×300 unit. Your ad networks can then fill the container with the highest paying impression. This added flexibility is likely to result in greater revenues.

Promoted Stories



This Husky Raised By Cats Didn't Know How To Dog
The BarkPost



32 People Who Made Terrible Life Choices
Viral Nova



Celebs You Didn't Know Passed Away: #17 Is Shocking
Your Daily Dish



Celebrities Photoshopped: Before And After [Photos]
Celebzz Buzz

Recommended by

Facebook comments

0 Comments Sort by Top



Facebook Comments Plugin

Flex to 970x250 or 970x300



About the author

3) Pop Unders and Pop Ups

Popup and popunder ads can generate a lot of revenue, but can also damage user-experience. A diminished user experience will drive people away from your page and result in lower CPM's. Moreover, publishers need to be careful about which ad networks work with. Some popups are aggressive and take over the original browser, which is a violation Google Policy if it appears on the same page as an AdSense or AdX unit:

Ads on a site with pop-ups

Publishers are not permitted to place Google ads on sites which have more than three pop-ups. If pop-ups are displayed on a site, they may not interfere with site navigation, change user preferences, initiate downloads, or distribute viruses.

Additionally, sites using AdSense may not be loaded by any software that triggers pop-ups, modifies browser settings, redirects users to unwanted sites, or otherwise interferes with normal site navigation. It is your responsibility to ensure that no ad network or affiliates use such methods to direct traffic to pages that contain your AdSense code.

Our recommendation: Instead of popups use popunders. Scan the tag and make sure it [does not distribute any malware](#). Test creatives and ensure it is opening a new page and behaving as a popunder. Finally, have your partner advertiser set a frequency cap to 1 or 2 per 24 hours so they don't annoy users.

4) Interstitials and Before-You-Go Ads

This format is a derivation of popups, and emerged in popularity with publishers trying to acquire subscribers to their newsletters.

Advertisers and ad networks adopted the format which we now call interstitials. Our opinion is that running this type of format on both desktop and mobiles is effective when shown sparingly. Mobile users are used to these formats. To avoid diminishing user experience, only show these one time per user for any given page.

Related Read: [How to Run an Interstitial or Pop-under via DFP](#)



Our Recommendation: Run 1 of these formats and not 2. If you choose an interstitial, reserve the impression for landing on a page or leaving a page, but not both. Also limit frequency caps.

5) Expandables or Page Takeovers

You've likely seen these types of ads that appear when hovering your mouse over a page. After a certain period of time has elapsed, that same ad expands, often filling the entire page. Many question whether this violates Google Policy, but since it's a format available within Ad Exchange we surmise that the format is Google compliant.

Our Recommendation: Choose an area in the site where the ad can expand and not cover a Google banner. Why? [Viewability is one very important metric for Google](#). CPM performance is directly affected by how these Google ads are set in the page and whether or not they are actually viewed.

6) Native discovery widgets

Native widgets like Outbrain, Taboola, RevContent are quite popular these days. This is one of the safest ad format to run as it blends well with the content. And because of this, Google considers these ads as part of your content. Publishers should screen these recommended posts to ensure compliance with the adult, violence and non-family safe Google policies.

Related Read: [Keep It Clean: Avoid Adult Content on Sites With Google Ads](#)



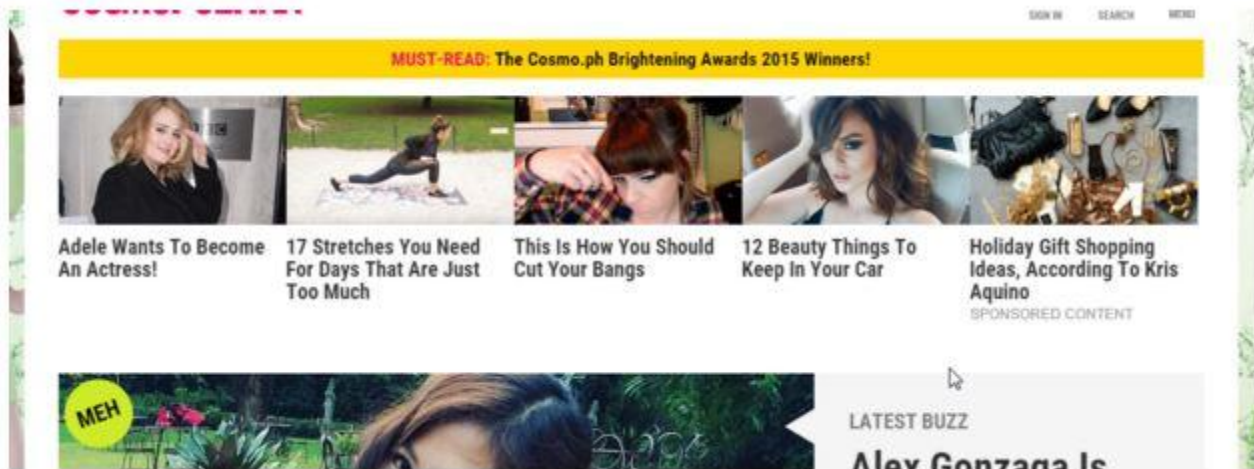
Natives are not only great BTF, they can also be effectively placed ATF.

Our recommendation: If you are confident that your user will proceed reading your content despite this obvious invitation for them to click an enticing article recommendation, then try the top placement. Of course, do thorough testing as each site is unique.

Related Read: [Best Ad Networks for Native Ads](#)

7) Anchors

Anchor ads are a newer format that stick to the edge of a user's screen. Mobile users are used to this format and don't seem to be bothered by it. Desktop users, however, may have a diminished user experience when encountering these. Desktop users are used to a clean viewport and are more likely to click the "X" button.



Our recommendation: Go for it! So long as the anchor does not sit on top of a Google ad covering a portion of it. This is acceptable on mobile phones but is not recommended for desktop and tablet. Please review Google guidelines below:

Ad Content Overlap:

As stated in our program policies, publishers are not permitted to alter the behavior of Google ads in any way. This includes placing ads so that they cover any part of the site content or parts of a webpage to cover any portion of the ads.

Final Recommendations for Publishers

- Always think of user experience
- Check for Google Policies to ensure your site's compliance
- Test the ads before deploying them on site
- Weigh your options because by the end of the day, we know that it's always about revenue yield but think about possible repercussions too
- Check for third party reviews and reputations on non payments and the like. It's better to be safe than sorry
- Solicit advice from ad ops experts and we at MonetizeMore are always here to help!

5 Ad Optimization Tips for the Holidays

Ho Ho Ho! The best time of the year for publishers is here again. Holidays will never be complete without us giving you a present: **5 ad optimization tips** on how you could leverage this season to increase revenues.

#1 – Apply for the header bid solution

This is the [future of advertising](#) and more publishers are now opting to this strategy to make more money without giving up other ad networks in the stack, particularly Google. Based on experience, a number of popular sites using header bidding claim that they have seen **20-50% lift in CPMs**. This setup forces [Google Ad Exchange](#) to compete with third parties directly. Last month, Google released (currently on Beta) its own header bidding tech called [‘First Look’](#) to address the hype.

A few ad networks have already introduced their header bidding technology: Sovrn, Index Exchange, Sonobi, Appnexus, OpenX. Here at MonetizeMore, we will be rolling out our own custom Header Bid Solution very soon. [Register for the beta](#).

Related Reads: [How Does Header Bidding Fit into your Overall Ad Monetization Strategy](#)

#2 – Reach out to your ad representative for any direct deals or ads

The competition among advertisers is becoming intense, and many are willing to spend a hefty amount of money just to win the best ad spots and get consumers’ attention. Make an effort to reach out to your ad representatives for premium or direct deals. You may be able to strike lucrative deals if your site can help advertisers meet goals pertaining to website verticals, demographics, traffic volume, etc.

The holidays represent the best season to entice consumers or prospects with special time-sensitive offers. Just try! You never know when you may receive a positive response.

Related Read: [The 10 Best Ad Networks of 2015](#)

#3 – Enable interest-based ads

Your website's audience is not just browsing to relish your content but is also checking out attention-grabbing, opportune, relevant ads. Enabling interest-based ads is an option with Google Ad Exchange and AdSense and with many third party ad networks too.

Marketers will be launching shopping campaigns that are most attractive during the holidays. Because many users search the web for gift options, displaying retargeting ads to them once they're on your site could gain clicks and prove profitable.

Related Reads: [4 Quick Fire Ways to Boost Conversions](#)

#4 – Negotiate for better CPM deals

While advertisers are intensely competing for consumer attention, ad networks also thirst for high traffic volume. It is a good time to reach out to them and ask if they could run their ads on your site at a higher rate or ask what deals they have in exchange for more traffic.

#5 – Experiment with holiday-ish site design & layout

Why not welcome your site visitors with a design that goes with the season? Play with colors and themes, perform some [ad placement experiments](#) (text ad styles and colors). Do whatever you feel is appropriate but never forget to monitor your ads' performance.

Enabling text and image is highly encouraged. Because shopping ads will be abundant, enabling image ads is important, as price and photos influence users to make impulsive buying decisions. This can translate into a higher CTR, resulting in higher revenues for publishers.

Related Reads: [11 Holiday Tips for Publishers](#)

Waste no time! Take advantage of the holiday rush and make it work for you. Happy holiday\$!

Top Mobile Ad Types for 2016

TOP MOBILE ADS 2016

The following mobile ads are among the best performing for 2015. Use these to maximize yields.



1 320 X 50 STANDARD BANNER

- Best conversion rate
- Can be anchored to be always visible on screen



2 SMART BANNERS*

- Auto detects the phone width
- Shows screen-wide ads

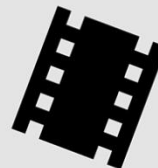


3 RICH MEDIA ADS

- Highest consumer engagement rates
- Full page advertisements

4 VIDEO ADS

- High completion rates
- High consumer engagement



**ALWAYS THINK ABOUT THE
USER**

* Some ad networks do not yet support Smart Banners



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As more and more people use mobile to surf online, **mobile optimization** is now a must-do for all publishers. Mobile compatibility of advertisements should also be a part of your ad optimization checklist. Here's an infographic of the most effective mobile ad types and sizes for 2016.

Related Read: [Best Ad Sizes for Mobile Devices in 2015](#)

320 x 50 banners

This standard banner has a high conversion rate because anchoring it or making it sticky on the screen is allowed. This means that it can always be visible on the screen of the user. Placing this banner can also increase engagement rate.

Smart Banners

There's no standard size for smartphone screens, especially considering the trend of larger screens, thanks to the release of the iPhone 6 and Samsung Note 5. Smart banners auto detect the phone width depending on the screen orientation of the user. They sometimes show screen-wide creatives and are responsive, hence they're great banners to implement. However, note that this option is still unavailable within some ad networks.

Related Read: [DoubleClick Ad Exchange Releases Custom and Flexible Inventory Sizes](#)

Rich Media ads

Rich media ads generate high engagement and click-through rates. Full-page rich media advertisements encourage users to interact with the advertisement through videos or audio.

Related Read: [How to Monetize Image and Video-Rich Sites](#)

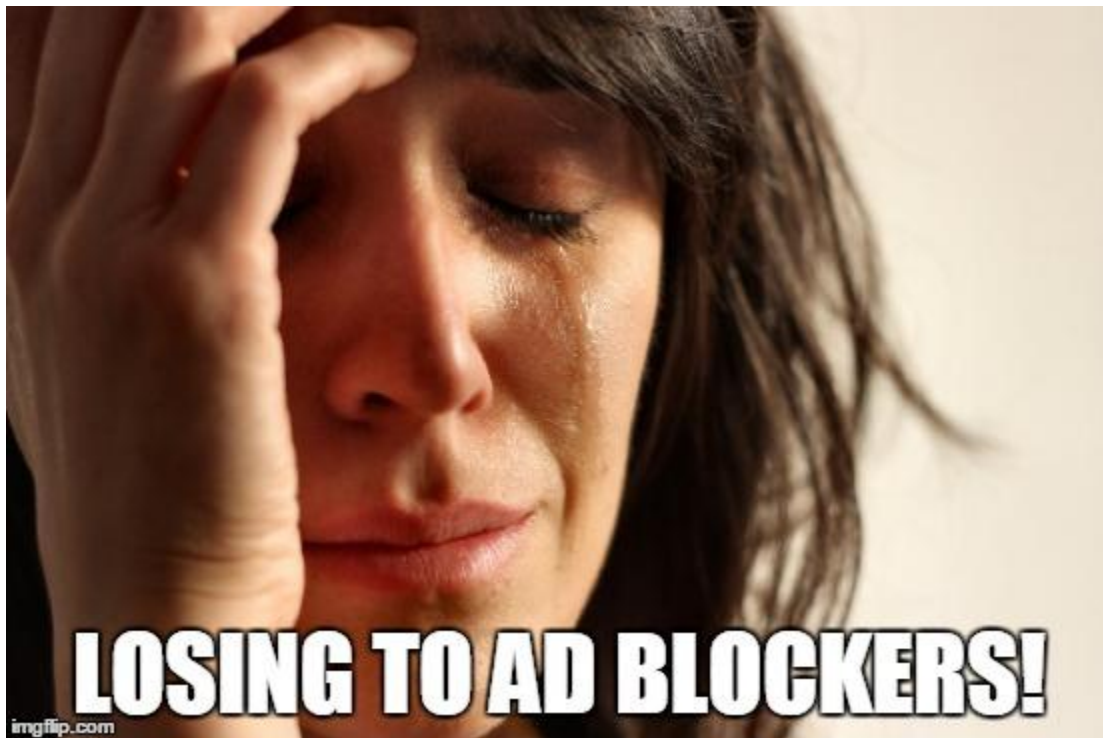
Video ads

Like rich media ads, video ads have high completion and engagement rates. Video ads work best if they complement the interests of your users.

Always remember to think about user experience first and foremost when implementing mobile advertisements. Your first goal should always be to provide high-quality content. Ad optimization comes a close second. Well-managed ads will perform better than hastily implemented ads.

Ad Industry's Naughty and Nice List 2015

[MEME Edition]



Naughty: Ad Blocking

Nice: Native Advertising

The digital ad industry's most pervasive debate this year came from the issue of ad blocking. Surely, it's a threat not just to publishers, but to the entire industry as ads are its lifeblood. However, there seems to be no stopping users from installing ad blockers both on desktop and mobile. One viable solution on the table is the push for native ads. These sponsored content pieces blend well into the context of a site, and are seen to be less disruptive. It's a good alternative source of publisher income.

Related Read: [5 Ways Publishers Can Fight Ad Blocking through Better User Experience](#)



Naughty: Poor ad viewability rates

Nice: HTML5 Ad Creatives

Since [DFP has gone 100% viewable](#), Google and the rest of the ad industry has initiated the switch to HTML5. Flash and other rich-media ads [have been converted to HTML5](#) ad creatives to ensure satisfactory viewability levels. Among marketers, HTML5 is a great chance to still be creative while boosting user-engagement. For publishers, rich media in HTML5 is a welcome relief from traditional display ads as loyal site users can go ad blind.

Related Read: [Step-by-Step Guide in Using HTML5 in DFP](#)



Naughty: Malvertisements

Nice: More transparent Google policy

Malvertisements are the main reason people are choosing to block ads. To combat malvertising [Google has come out with a more transparent policy communication system](#). In addition, Google hired new director Mr. John Brown in order to educate and encourage publishers to promote best practices in advertising. One of these best practices is not partnering with dubious ad networks who aim to display malvertisements alongside AdSense ad units.

Related Read: [3 Ways Publishers can Avoid Malvertising Networks](#)

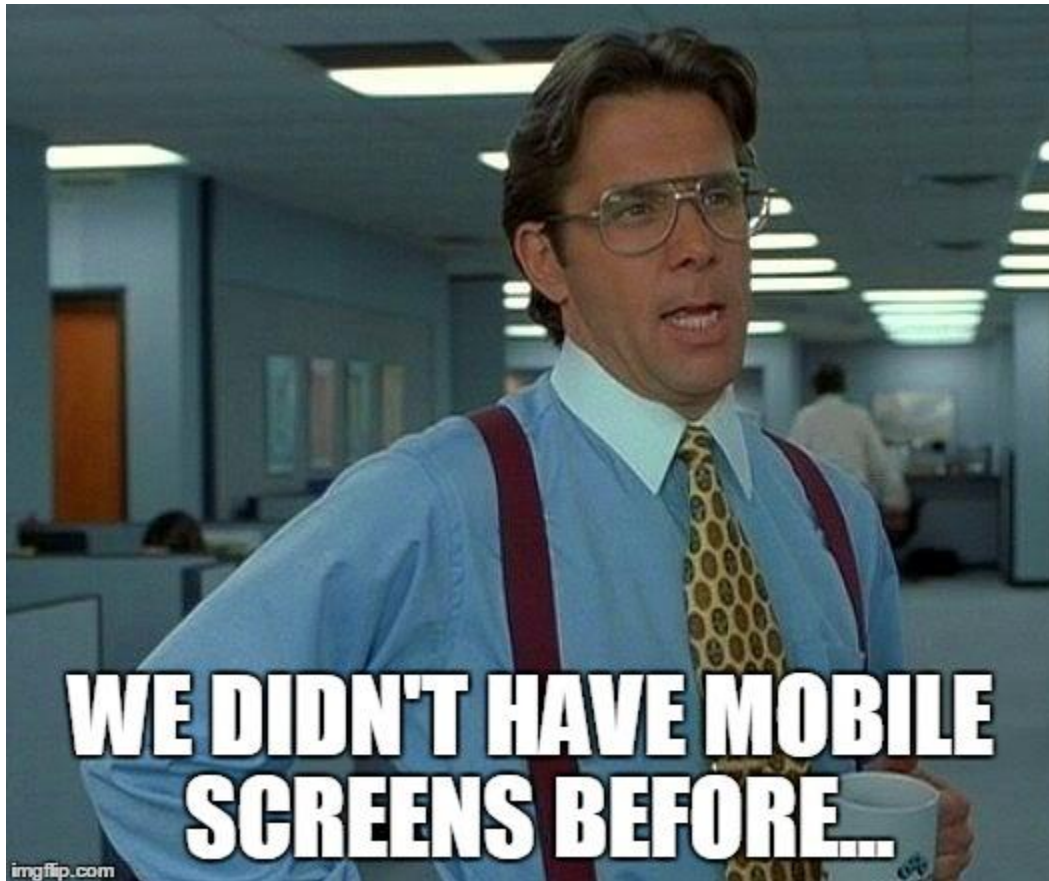


Naughty: Ad Ecosystem Monopoly

Nice: Header Bidding Solutions/Programmatic

Google still dominates the digital advertising field with its consolidated marketer-publisher tools, and its very own Ad Exchange that harnesses the power of the DFP server. It's just so much easier to transact via Google, isn't it? The downside, of course, is the seeming monopoly of one player. The good news is a real alternative has emerged and is here to stay. Welcome header bidding. It's designed to [allow publishers to pick the highest bidder in the auction](#) –

before Google's dynamic allocation in DFP takes place. This translates to a fair and equal playing field for the entire ad ecosystem. Want to see how it works? [Try MonetizeMore's meta header bid solution.](#)



Naughty: Non-responsive publisher sites

Nice: The rise of mobile

Finally, non-responsive sites with poor user-experience are fast becoming a thing of the past with the rise of mobile. Early this year, search giant Google.com confirmed mobile searches have surpassed desktop and this trend is likely to grow in the years to come. With consumers being more multi-channel than before, [publishers are making changes to create mobile-responsive sites](#) and prevent ad performance from suffering. This is a win-win situation for the user who would like to experience faster mobile browsing and effective ads.

Related Read: [The Benefits of Doubleclick's Accelerated Mobile Pages for Publishers](#)

Get your Free Publisher Dashboard in Google Analytics



As part of our [#12GiftsForPublishers](#) holiday series, we've built a free **Google Analytics Publisher Dashboard** report template that you can use as you measure website and adsense performance. It's specifically tailored to publishers who are looking for an in-depth analysis of their traffic, content performance, and revenue metrics.

Here are the main elements of the Publisher Dashboard:

1. Traffic vs Publisher Revenue Trend
2. Publisher Revenue
3. Publisher CTR
4. Adsense eCPM vs AdX eCPM
5. Monetized Pageviews

6. Most Profitable Keywords
7. Top Monetization Sources
8. Top Monetization Pages
9. Most Engaging Content
10. Unique Visitors
11. Page views
12. Bounce Rate

Access the Publisher Dashboard template here:

<https://analytics.google.com/analytics/web/template?uid=Y1oCWs6fToWyhMV8svYqXQ>

After clicking the link above, just follow each step prompt to connect to your site profile.

Happy analyzing!

Best Ad Types for Holiday Monetization

The holidays are the best time to up your ads game. Users will flock online from all over the world from online shopping to checking out recipes and even just checking the latest news while having a break from setting up the Christmas tree. A great way for you to reach them is to focus on interesting and engaging ad types. Here are the best ad types for holiday monetization:

1) Native Ads

Through the years, people learned to ignore banner ads. According to the recent research, 70% of the people who go online prefer to search more about the product that they want to purchase through reading a post or two about it rather than see a photo of it via an ad. Aside from that, native ads are less disruptive and actually blend with your content – making it feel like it's an organic part of a site.

/ Top Trends of 2015

2 Double down on native ads.

Buyers prefer native advertising.



Source: MarketingProfs, "Why B2B Marketers Need to Embrace Native Advertising"

According to Tedford, Founder and CEO of Brand Network, native advertising will be the trend in social media. With this ad type, social media will not just be a place to share interesting content but a chance to convert and transact with customers.

Related Read: [Best Ad Networks for Native Advertising](#)

2. Video Ads

Video advertising has been a favorite because it is more engaging and can help audience reach once it goes viral on social media. As [Aaron Broder, CEO and Founder of Evolve Media puts it](#):

“Agencies are starting to focus on developing video strategies, separate from their offline TV Spots, allowing brands to connect with a wider audience online. From Dove Real Beauty Sketches to Volvo Trucks “Live Test”, clients and agencies alike have really embraced this creative process resulting in advertising being organically consumed as content.”

Video ads can also be watched on the go. So during the busy holiday season when consumers are shopping and visiting loved ones, you can still engage them by publishing interesting holiday videos. The key ingredient however is targeting the right audience.

Related Read: [5 Tips for More Viewable Video Ads](#)



Doubleclick Ad Exchange now Enables In-stream Video Ads for Publishers.

Sign up Today!

The advertisement features a dark background. On the left, white text reads "Doubleclick Ad Exchange now Enables In-stream Video Ads for Publishers." Below this is a green banner with the text "Sign up Today!" in white. On the right, there is a white-outlined illustration of a man in a suit pointing towards the viewer. Below him are icons for a laptop, a smartphone, and a tablet, each with a play button symbol, representing video ads on different devices.

3. Rich-Media Ads

With the transition to HTML5, rich-media ads have become more user-friendly and engaging. Marketers leverage this ad format because it can easily capture audience's attention to get their message across. Since it's a festive season, brands are competing for creativity in launching ad campaigns. You, the publisher is on the win-side as a result of this trend. Take advantage of rich-media ads. Talk to your ad rep, or your [MonetizeMore ad optimizer](#) on how you can implement these on your site. Displaying these ad types on your site, coupled with the right audience targeting parameters – it will surely be, will make a joyous season for everyone: users, advertisers, and publishers.

How to Boost Ad Revenue during the Holidays



Publishers, are your sites prepared for this holiday's revenue spike? An average person is foreseen to spend more than \$800.00 in Q4 2014, a 5% year-over-year increase, according to the National Retail Federation (NRF). In 2013, Comscore has estimated online holiday spending alone at \$46.5 billion.

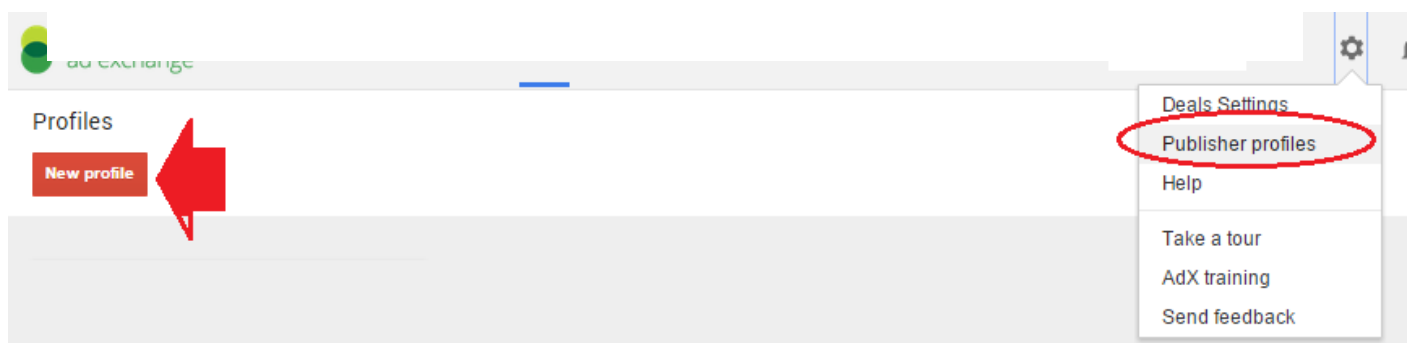
The holiday season is a make-or-break time for brands. With intense competition for consumers' attention, their entire best-of-the-best digital advertising inventory that has been on reserve is now on the loose.

Publishers could not afford to miss this chance so better have your sites all geared up to take advantage of Q4 which is always proven to be the best time of the year for publishers.

Here are some tips, beautifully wrapped as our early Christmas gift:

1) Your Publisher Profile must be updated

The first thing advertisers see is your website description. It is important that you keep it up to date. When you make your profile visible to more advertisers, the more valuable campaigns are likely to start coming in. In Google AdX, we call this [‘Preferred Deals’](#). Get your negotiation skills ready.



Related Read: [How to Attract New Advertisers: Create Targeted Publisher Profiles](#)

2) Your website should be mobile and tablet-optimized

Check out how your site displays on mobile devices. This is very crucial as shoppers are increasingly purchasing and comparing products online, using mobile or tablet, than in retail stores. User experience is key.

Related Read: [AdSense Offers Multi-Screen Resource Guides](#)



3) Website content must be fresh and seasonal

Anything relevant this holiday – from online shopping, recipes, vacation, promos & discounts, gift ideas, etc. The list goes on. Develop a fresh content strategy that's just right for the season. Backtrack holiday performance by looking at your analytics data. Integrating an analytics suite on your website is a necessity. For instance, Google analytics helps you determine most relevant and top performing content and/or the dates they performed best. Use this data in formulating your strategy this 2014.

Related Read: [How to Take Advantage of Real-time Data of AdSense Sites on Google Analytics](#)

4) Review competitor websites

Try to emulate their successes. You may keep track of their social media, blogs, and newsletters. Find a tool like [Wayback Machine](#) which could provide insights and actionable ideas. Also, check out [Buzzsumo](#) and search for your competitor's most viral content. That'll give you some idea how they approach the holidays.

5) Fill all ad spaces with relevant ads

Don't leave any ad space empty to maximize earning potential. If text content is sufficient, Google AdX/AdSense should be able to crawl the site and serve the top paying and most relevant ads at any given time. The more relevant the ads on your site, the more likely they are to generate clicks and conversion. Ad placements should be eye-catching but non-intrusive.

Related Read: [How to Setup Backup Ads for Google AdSense or Ad Exchange](#)

The battle among advertisers starts now. During this 3-month period, we typically see the highest revenues across the board. Take advantage of early and late-season shopping behavior. Time to get moving and earn that Q4 bonus. Oh, your holiday must be so awe\$ome!

10 Best Ad Networks of 2015

There are countless ad networks available and even the most experienced publisher would still be looking for the best of the best. Direct selling to advertisers could be impractical and close to impossible for most publishers so opting to partner with an ad network to fill your inventory could be your best alternative to monetize your site. Here are our Top 10 picks for 2015:

1) Doubleclick Ad Exchange

The premium version of AdSense that has deep integrations with every ad network, agency, DSP, and millions of advertisers, plus exclusive access to big brand advertisers. It is fully integrated with Google's ad server, [DoubleClick for Publishers](#) where it can be setup via dynamic allocation to ensure highest price for every impression.

Other advantages when using Doubleclick Ad Exchange:

- Extensive category blocking
- Powerful malware and spam blocking
- Multiple transparency control
- Forecast revenue
- Google Publisher Toolbar – a Chrome extension that allows publishers to block ads and get instant reports without leaving one's website, specifically designed for Google AdX publishers.
- Payment Terms: NET 30
- Payment threshold: \$100
- Offer type: CPM, CPC
- Publisher requirements: At least 30 million monthly impressions, compliance to Google TOS

Related Read: [Why You Should Switch from AdSense to Ad Exchange](#)

2) Tribal Fusion

One of the biggest ad networks in the industry that pays premium rates for every ad impression. We must emphasize though that this is not for small publishers, beginners, hobbyists as they require a large volume of traffic to be approved.

- Payment Terms: NET 45
- Payment threshold: \$50
- Offer type: CPM, CPE
- Publisher requirements: At least 500,000 unique visitors/month, professional web design, active user base, regularly updated & highly targeted content, privacy policy

3) OpenX

Committed to providing buyers and sellers with a safe, transparent, and fair marketplace, OpenX has its own set of standards before you can be approved. The representatives are responsive and easy to work with. The interface is intuitive which allows publishers to setup CPM floors with passback, and create as many ad units as necessary. As per their terms of service, no more than 3-4 ads are appropriate. The fill rate is not always satisfactory, so ensure passbacks are in place prior to ad serving and adjust CPM floors accordingly. OpenX is also best used as 1st or 2nd point in the passback chain.

- Payment Terms: NET 90
- Payment threshold: \$100
- Offer type: CPM
- Publisher requirements: Sites must contain substantive, original content and demonstrate signs of user engagement; Ads must appear within standard web pages or mobile apps. Ads may not appear in other downloadable applications or within pop-ups, pop-unders, or emails; The publisher must either own all sites OR have a direct relationship with the owner of all sites on which they place ads

Related Read: [Important Changes to OpenX's Ad Exchange Policy](#)

4) Sharethrough

Sharethrough takes advertising to a whole new level by displaying articles, videos, photos on a native ad platform. The ad units are designed in a way that it adapts the look and feel of the website it is placed on. On mobile, it mimics the Facebook mobile News Feed for some of the native ads. Their ad platform crawls the website source code to determine style, font, color, lightboxes, etc. Sharethrough takes pride in claiming that their ads are highly effective because it works in a 'scroll-centric' environment and is optimized for smaller screens. Sharethrough gets high engagement from users due to their integrated creative and interesting content. This is how they generate great performance for publishers.

Trafficking is also easy — you can create custom sized DFP ad units that only run Sharethrough or you can create additional flex sizes on your in-content ad placements. It's best to implement within the 728×90 placements that would have room for additional ad height.

Related Read: [DFP Cheat Sheets for Beginners](#)

- Rate: \$3 CPM (US, UK, AUS, CA)
- Payment Terms: NET 30
- Offer type: Visible CPM (50% of the ad needs to be visibly above the fold to the user)
- Publisher requirements: The representative will ask for your traffic profile and will determine fit.

5) Komoona

Komoona is one of the top performing ad networks with decent fill rate. They work best on Tier 1 geos but may also fill requests from the rest of the world. The interface offers self-service options such as setting up CPM floors, implementing passbacks, updating payment information. Ad tags however, are provided by the account manager. In short, if you need more tags, you

will have to request it every time. Komoona is known to perform well on shopping and news verticals and requires a week or more to fully optimize. It is important that publishers give it enough time and decent amount of traffic to maximize its potential. Komoona also makes a good option to be part of the passback chain.

- Payment Terms: NET 60
- Payment threshold: payments of under \$1,500 will be made via PayPal, payment of over \$1,500 will be made via bank wire
- Offer type: CPM
- Publisher requirements: Traffic requirements not specified

Related Read: [Ad Network Review: Komoona](#)

6) Google AdSense

For small publishers, Google AdSense offers the best ad performance for international traffic at close to 100% fill. A lot of publishers may have shared their own horror stories from using AdSense but continued service from this stringent ad network is contingent upon compliance to their terms and conditions. Be very meticulous about following Google terms and conditions. If followed properly, publishers can enjoy the benefits of a well performing ad network, but if violated, the punishments are some of the worst in the industry.

- Payment Terms: NET 30
- Payment threshold: \$100
- Offer type: CPM, CPC
- Publisher requirements: No traffic requirement, Google TOS compliance

Related Read: [A Year in Review: Adsense 2014](#)

7) Sekindo

Sekindo monetizes 300×250 desktop ad units at 100% fill particularly on Tier 1 geos (US, UK, CA, AU) and CPMs are potentially good if given enough volume to optimize. The interface is very

intuitive and offers granular reporting — in fact, an hourly report is even available. The account managers are very proactive and responsive. Every tag is geo targeted, which means there is a separate ad tag for every geo which is pretty easy to traffick via DFP.

- Payment Terms: NET 30
- Payment threshold: \$50
- Offer type: CPM, CPC
- Publisher requirements: Traffic requirements not specified. Every site will undergo approval by a representative.

8) Yellow Hammer

Yellow Hammer is a 100% fill ad network that uses Appnexus reporting interface and offers a wide variety of campaign types. Aside from their own campaigns and advertisers, they introduce demand from Google Ad Exchange as well which results to increased performance. The representative will only ask you to fill out a registration form to get started and sign an insertion order. Publishers can reach out to Yellow Hammer's Ad Quality Engineer with any blacklists, restrictions or guidelines you have for your site and he will implement them. You can request as many ad tags as necessary, segmented according to your reporting needs, and they respond without delay.

- Payment Terms: NET 60
- Payment threshold: Not specified
- Offer type: CPM
- Publisher requirements: No specific traffic requirement but every site undergoes an approval process.

9) PixFuture

PixFuture runs successful campaigns in 25 languages worldwide. Their RTB based platform technology allows analysis of individual site activity and serve the most relevant campaigns.

CPMs are very good but keep an eye on the fill rate. Their interface allows publishers to set up passbacks.

- Payment Terms: NET 30
- Payment threshold: \$50 USD for PayPal payments, \$100USD for Webmoney payments and \$500USD Wire transfers
- Offer type: CPM
- Publisher requirements: No specific traffic requirement

10) Trion

Trion believes that small screens demand a new approach to capturing the user's eye. Their edge is serving direct campaigns on anchor/adhesive units for both mobile and tablet, although they also have banners, interstitials and pre-roll units. You will have a dedicated Account Manager who will ping you whenever there's a new revenue opportunity available. They are known to perform really well particularly in the US. You may also negotiate for flat CPM deals.

Trion's test page (view on a mobile device): <http://goo.gl/6yhoYB>

- Payment Terms: NET 60
- Payment threshold: Not specified
- Offer type: CPM
- Publisher requirements: No specific traffic requirement

MonetizeMore helps premium publishers earn 25%-100% more from their ad inventory by partnering with best performing ad networks. If you want to find out our unique ad optimization strategy for your vertical, [contact us today](#).

13 AdTech Experts Predict the Future of AdSense Alternatives



**INFLUENCER
ROUNDUP**

#AdSenseAlternatives



The ad industry is on its [5th year of double-digit growth](#). In fact, in 2015 ad tech firms are found to be the [fastest-growing companies](#) in the US. These statistics show a bright and sustainable future for publishers despite threats of [fraud](#) and ad blocking. But what we're more interested in is to look at the innovations that propelled advertising to its best stellar status – What is the next big thing for publishers? Specifically, we want to know the best AdSense alternatives available as Google still dominates the revenue pie.

We reached out to the **CEOs of the [top ad networks](#)**. We did our research via interviews and articles featuring the heads of the best monetization ad techs. Check out their insights on one common topic we asked:

What do you think is the monetization platform publishers should invest in now – that can be a good alternative to AdSense? What does the future hold for AdSense alternatives?

These CEOs were quick to point out:

Programmatic Systems, Native Advertising, and Alternative Ad Servers



1) Yoav Naveh, CEO of ConvertMedia.com

"Scaled programmatic media buying has arrived and is here to stay. That much is certain.

On the sell-side, that means publishers are making more of their inventory available through automated transactional channels, leveraging their own data and insight, and ultimately (hopefully?)

increasing their yield on that inventory over other current sell-side options."



2) Sloan Gaon, CEO of PulsePoint

"Buying native advertising programmatically is the future. It's going to happen. What can go programmatic will go programmatic."



3) Dan Greenberg, CEO of Sharethrough

"It's not that banners don't work, but the key is that people read native ads. They consume it as content, they engage with it, and there is cognitive value derived from it."

*"We're betting that the future of mobile monetization and the future of feed monetization will be about content delivered natively into those feeds. When I say content, I mean posts and articles and videos that a reader would actually click on, that are promoted by brands, instead of just an ad. Sharethrough's in-feed exchange is bigger than anything else in the market. We see nearly 1 billion in-feed native impressions a month." **Related Read:** [Best Ad Networks for Native Ads](#)*



4) Tim Cadogan, CEO of OpenX

"Since OpenX Enterprise combines an ad server with an ad exchange, it enables publishers to manage exclusive, guaranteed, non-guaranteed and real-time revenue sources all in one unified platform. As a result, for the first time publishers can maximize yield across all their ad revenue channels in real-time in one place."

We cannot deny the exemplary performance of the video ad format. Publishers have seen better CPMs. Advertisers love the high viewability rates. Check out what these ad network CEOs have to say about video ad monetization.

The Rise of Video Advertising



5) Aaron Broder, CEO & Co-Founder Evolve Media

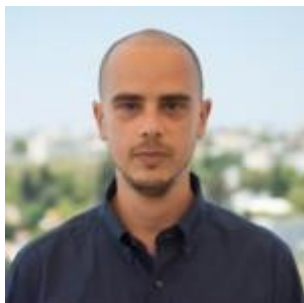
"One of the most fascinating trends over the past year is the rise of online video.

Agencies are starting to focus on developing video strategies, separate from their offline TV Spots, allowing brands to connect with a wider audience online. From Dove Real Beauty Sketches to Volvo Trucks

"Live Test", clients and agencies alike have really embraced this creative process resulting in advertising being organically consumed as content."

"As a result of this shift, publishers play a larger role in producing the content for agencies/clients and launching social seeding. The key with any campaign is connecting with the right audience and this is what publishers bring to the table."

"While the web is moving towards an impersonal programmatic buying model, video-based advertising, especially long-form digital video, requires partnerships with publishers to ignite the conversation by placing the right content in front of their users, something no automated system can ever reproduce."



6) Oren Berdichevsky, Co-Founder and Co-CEO of Sekindo

"Digital video advertising is the most significant growth engine of today's digital advertising market. Video advertising budgets rose 34% annually between 2012 and 2016, while the growth rate of video advertising budgets specifically for the purchase of advertising space

on a programmatic basis was 172%. These are extremely high growth rates, far outpacing expansion of other display advertising. Additionally, the average eCPM of video advertising is many times higher than that of the general display market. All forecasts show that advertising budgets will continue to grow at these rates until 2019.”

“Website and app owners who manage to integrate quality video advertising in their products will significantly increase their income from digital advertising. As this data indicates, such advertising is able to achieve, in most cases, higher income than from any other display advertising, especially from AdSense ads. Although until recently, only big players such as YouTube and the leading portals enjoyed such budgets, today, every website or app owner can take part in this market and benefit from video.”



7) Al Shermer, CEO of Trion Interactive

“Trion Interactive is a great alternative to AdSense for publishers. The ability to run video advertising, especially where no video content was previously available, is the biggest draw. These ads run in standard display spaces with a very simple tag set up, giving publishers quick access to top brands while replacing remnant banners with better

eCPMs.”

“Trion’s new self-service platform allows for larger publishers to sell these spaces directly at a premium and set them up themselves. This is a great way to move away from simple text banner advertising to video advertising, where we all know the market is heading. “



8) Ron Petreanu, CEO of TOK-Media

“There are a number of content-focused adware products like Tok’s Video Polls that offer desktop and mobile publishers monetized video content at no cost. In-banner and in-stream video advertising are increasingly accepted as brand-building options, especially by advertisers migrating from television.”

Likewise, ad networks, specifically those with sophisticated targeting technologies; and native advertising solutions are staples for publishers hoping to monetize more today and in the future. Here’s what SpecificMedia, PixFuture, and RevContent have to say on [AdSense alternatives](#) to try:

Advanced Targeting & Content Recommendations via Ad Networks



9) Tim Vanderhook, CEO of SpecificMedia

“Focus on using ad networks that offer Behavioral, Contextual and/or Demographic targeting technology. The top ad networks (those that have a truly differentiated product offering) will start to leave the others in the dust by means of their advanced targeting technologies. Advertisers and agencies will continue to be educated on who the “real” ad networks are and naturally gravitate to them. The true benefit that the ad network brings to the marketplace is the targeting technology they have created; those that have it will rise to the top, those that don’t will have a tough road ahead.”

Related Read: [10 Best Ad Networks of 2015](#)



10) Alex Kapralov, CEO of PixFuture

"PixFuture almost 5 years ago took a direction to help publishers not just sell ads but maximize profits by special algorithms and optimization techniques used on platform. We focus on result with maximum efficiency by selling ads across over 240 demand partners and over a thousand direct advertisers."



11) John Lemp, CEO of Revcontent.com

"Adsense has a niche and is a great way to monetize and I greatly recommend it to a lot of publishers. However, it also is very much an IUB unit that has a very certain place on a page. Instead of positioning it as an alternative to Adsense, I think content recommendation networks really are a complement to Adsense. Revcontent is basically the primary revenue arena for most of the websites we do business with. They're making more money with us than with Adsense, even if they are still running Adsense on their site. So the difference we've seen in the market is that content recommendation networks are generating more revenue and more RPMs than anything else. I highly recommend exploring that space to see what the right platform that fits for you."

Addressing Ad Fraud and Viewability, first



12) Eric Wheeler, CEO of 33Across

"Publishers should always be evaluating their current solutions and alternatives to what they have in place. Though the question that comes to mind isn't necessarily "What should I replace AdSense with" as much as it is, "What else can I do to better monetize my site?" Two areas that address this fundamental need among publishers are viewability and fraud."

When it comes to viewability, publishers can further monetize their sites by guaranteeing that ads always appear in view. By going above and beyond the industry standard to ensure that ads are always 100 percent in view, publishers can better monetize their sites by attracting higher quality brands.

Related Read: [Ad Viewability Benchmarks in 2015](#)

Next, they can get ahead of fraudulent traffic by working with a third party to spot and block it. This way, they can be assured that not only do they have higher viewability of ads; they also have higher quality traffic. This, too, enables them to attract higher caliber brands.

Related Read: [How to Prevent Fraudulent Traffic to your Website?](#)

When publishers can prove that humans are on their site and that those humans have actually seen the ads, they can more effectively engage site visitors on desktop and mobile with ads in various formats as well as content that reflects the needs of visitors, brands and publishers.”

Before we close this expert roundup post, an interesting question came up from our discussions with top ad networks:

What is the Future of AdSense Alternatives?



As CEO of MonetizeMore who's been in the ad industry for 5 years now, I can sense the industry is heading towards a destination it has never been before. AdSense alternatives are on the verge of creating an actual competitive landscape which will challenge Google's foothold on the majority of publishers' ad inventories.

“Since the dawn of AdSense, it has always been a frontrunner on the sell side for publishers. No alternative demand source has come close until DoubleClick Ad

Exchange which is also owned by Google. There is a lot of room to run many other demand sources within an ad inventory, however, Google still tends to get the majority of the ad inventory with an optimized setup. Will this two-horse race continue far into the future?”

*“We are at the cusp of a new online advertising age. With header bid solutions being perfected and becoming more popular, Google will see their share of ad inventories slowly dwindle. It has already started with the largest sites in the world and this is now trickling down to smaller publishers. **Header bid solutions are AdSense alternatives’ answer to [Google’s dynamic allocation](#)**. With a fair playing field and more publisher-friendly policies, non-Google ad networks finally can compete with Google at a fair level.”*

[Take part in the beta of MonetizeMore’s header bid solution.](#)

“Many ad networks have adopted the optimal header bid solution offering with hundreds of price buckets. Other ad networks will follow and this will be the new method of running third party ad networks. Those that do not follow will die with the currently popular legacy technology.” – Kean Graham

MonetizeMore leads the way in the latest ad technology to benefit publishers. Not everyone can specialize in ad optimization; hence not all can experience their maximum ad revenue potential. If you’re interested in outsourced ad optimization, we have the right solutions for you whether you are a small, medium, or large publisher.

[Contact us today.](#)

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