## **NonetizeMore** An Overview of Industry Leading Ad Optimization



## Your Unsold Ad Inventory

While publishers know that direct sales bring in the most lucrative deals, many are not aware just how lucrative their unsold ad inventory can be. Most of them simply allow the unsold portion of their ad space to be handled by Google AdSense an automated ad network.

## What is the result?

Publishers are missing out on significant revenue!





## MONETIZEMORE IS AN INDUSTRY LEADER IN WEBSITE MONETIZATION

because of our state of the art technology and a team of dynamic thinkers.



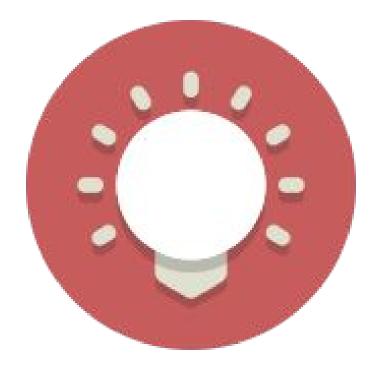
## **An Industry Leader**

We provide a non-disruptive approach to optimizing unsold ad inventories without compromising the users on your site(s) with intrusive ads:





Industry leading ad optimization technology run by a team of dynamic thinkers



Revolutionary strategy utilized by outside of the box methodologies.

#### INNOVATION



#### **PERFORMANCE BASED WORK**

We only earn when you earn more!



## **An Official Google Partner**

MonetizeMore is an official Google Adsense Certified Partner helping premium publishers access the biggest consolidated demand source: Doubleclick Ad Exchange.



**ADVANCED TECHNOLOGY** 



**BETTER** 

**ADVERTISERS** 

### Here's what you'll get with Google Ad Exchange:



15%-25% **INCREASE IN REVENUE** 



**HIGHLY CUSTOMIZED ADX STRATEGY** 



# Benefits of Partnering with NonetizeNore



**ACHIEVE YOUR** MAXIMUM AD REVENUE POTENTIAL

as you let us work on your ad inventory using industry-leading strategies:



#### **Increased Ad Targeting**

Your ad inventory will be segmented to ensure the most relevant ads are reaching your users.



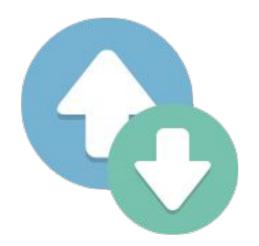
#### **Up to the Minute Day** Trading

Like buying and selling stocks, our technology shifts impressions to the highest paying ad networks.



#### **Increased Ad Variety**

We expand your ad inventory by introducing a multitude of ad networks to compete against each other for your impressions.



#### **Strategic Ad Hierarchy**

Each ad network needs to be optimized individually and the ad hierarchy is the fundamental basis to each ad network's optimization.





## **Our Core Services**

#### **MonetizeMore Demand**

Unified Header Bidding Solution that has:

- Hassle-free setup
- Incremental RPM increases
- Integration with Google Analytics
- Accurate revenue stats within DFP
- 100% Fill = No passbacks!
- Unbiased auction environment

#### **Free DFP Implementation\***

Doubleclick for Publishers (DFP) is Google's advanced ad serving platform that helps you manage the following:

• Traffic directly sold and remnant ads in the same ad placements

- Ad Inventory Management
- Revenue Optimization
- Inventory Forecasting

\*If your site receives more than 5 million page views per month, MonetizeMore offers free DFP implementation upon signing up

#### **Total Site Monetization**

Increase ad revenue by 25% -100% as we:

- Increase the relevance of your ads
- Compete many premium ad networks
- Increase the variety of your ads
- Implement intricate AdSense/AdX optimization techniques.
- Introduce new sources of revenue
- Consult to increase gross revenues and net profits



#### 01

Your site is evaluated for ad optimization opportunity and a benchmark is agreed to.

A dedicated team of 02 ad optimizers gets necessary access to begin ad optimization.

## How it Works

03

**Customized ad** optimization tactics and technology are implemented to increase your ad revenues.

04

**Daily reporting** and updates on performance are provided as ad revenues continue to grow.





Features and Pricing

## Premium Publisher Plan

Free DFP implementation

Dynamic market setup

Increased ad variety and relevance

Multivariate ad testing

Optimization of Google AdSense and Ad Exchange

New sources of revenue
15% - 100% ad revenue increase



## Sign Up Today Thousands of happy customers and counting:

/M has taken all the monetization process into their hands, giving us more time to focus on what's most important – our own website. They have increased our earnings by 87%.

I've been watching this team at work for the past week, and I have to say - they are really good. Top-notch professionals. The back-end has been completely gutted and reworked properly, and the advertisements/networks have been majorly reshuffled as well.







WuxiaWorld.com

Very knowledgeable in the space, working relationship for over 2 years now. Great transparent reports and flexible on showing data that is important to our business. We have seen better CPM performance with working with MonetizeMore. We hired in house but didn't get the same results.



**Eric Damier** Founder, Allday.com





# **GET IN TOUCH**

It's easy! Just look us up on:



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