

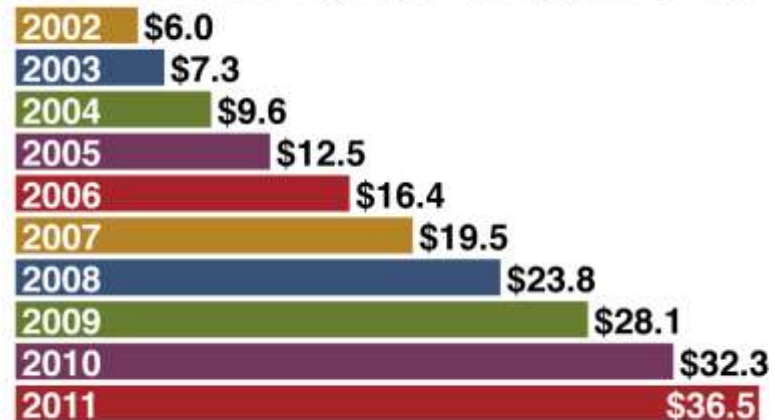
# A Little Background

## U.S. Web 2.0 Investment



Source: MarketWatch  
<http://www.marketwatch.com/news/story/us-web-20-investment-jumps/story.aspx?guid=%7B671C951A-3FE9-4773-97E4-C03BCDE373D5%7D>

## U.S. Advertising Spending (billions)



Source: eMarketer, February 2007

# Today's Talk

- Maximizing Revenue Through Ad Format and Placement Optimization...



# This isn't a Lecture...but a few terms we should all know

<http://blog.oflaherty.dk>

.. via XML and OPML.  
Best thing is all you  
have to do is  
post **one** picture of  
your dog a week.



SEO  
RSS  
+ADSENSE  
UNLIMITED MONEY

POST?  
So you're saying  
I've got to buy  
stamps, right?



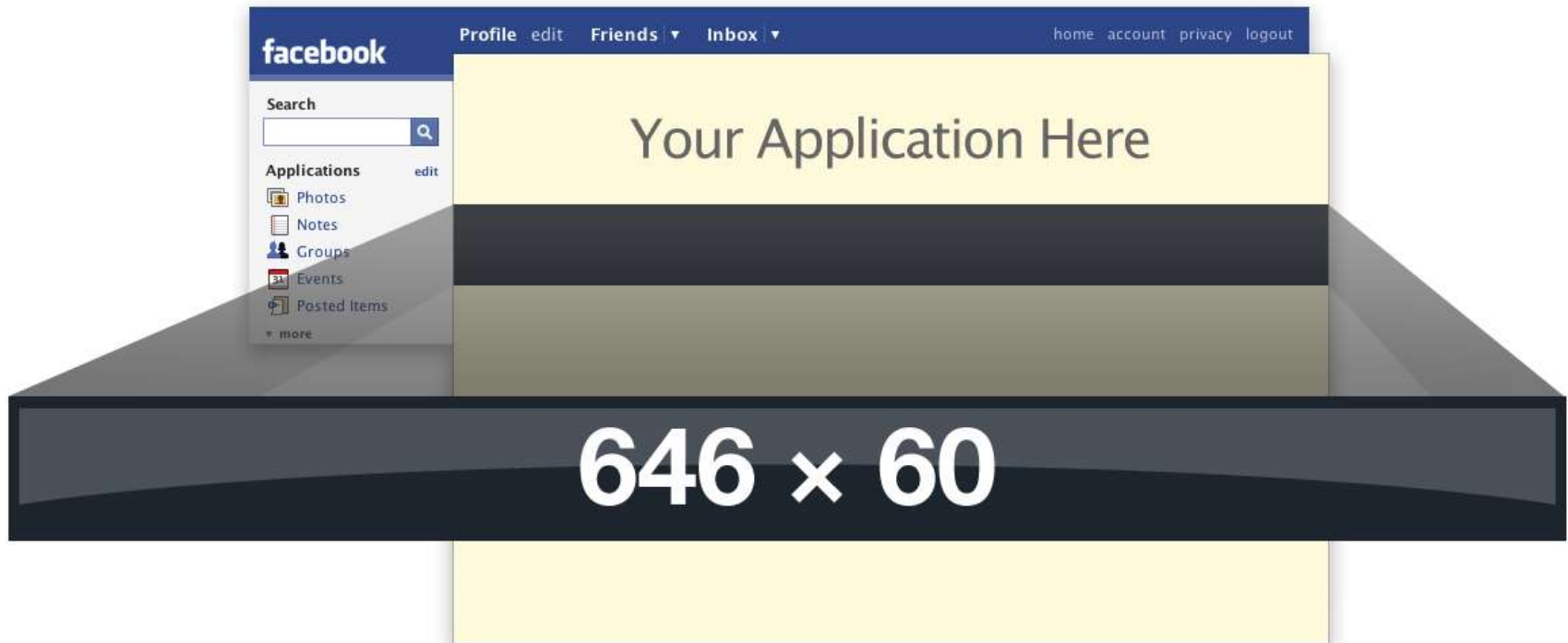
# Trusting Content



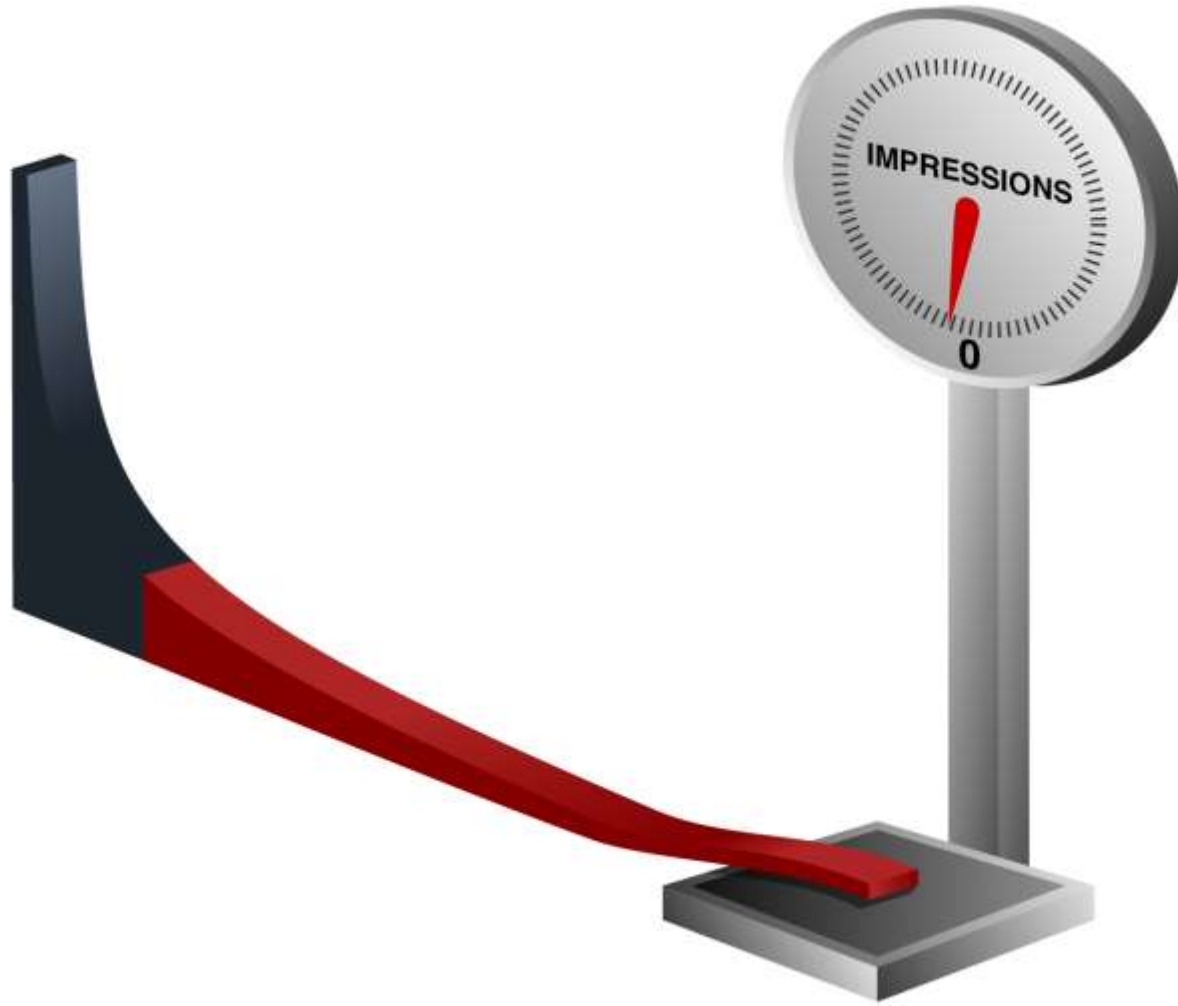
## Firms withdraw BNP Facebook ads

- Email Answer to [web2.0@YieldBuild.com](mailto:web2.0@YieldBuild.com)
  - What were the 6 brands that pulled their advertising dollars from Facebook because their ads were displayed alongside content about the British National Party?

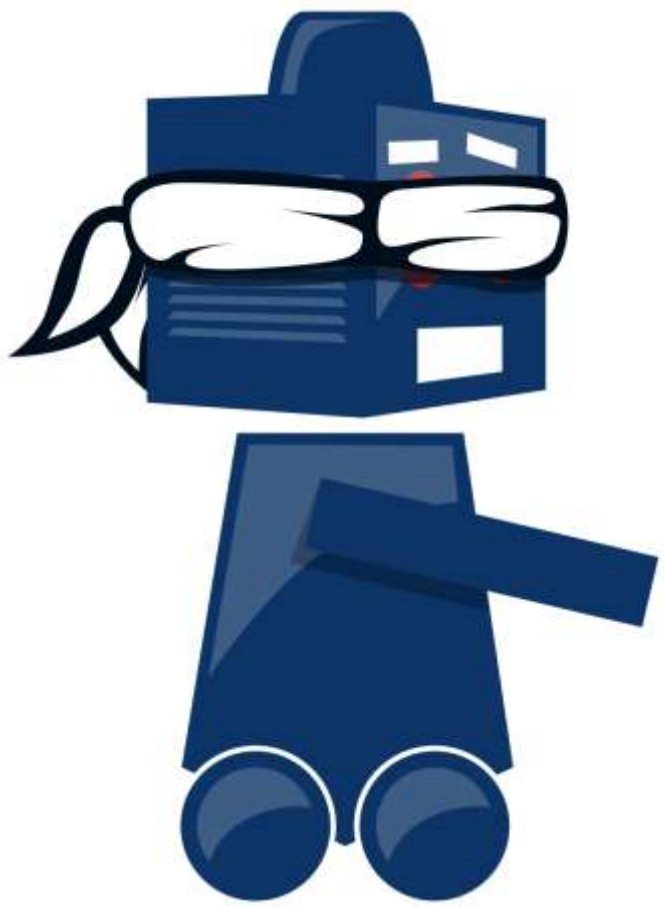
# Application Constraints



# Long Tail Content



# Ad Blindness



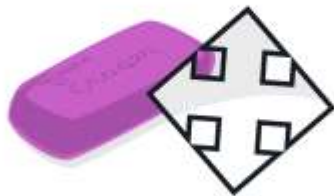
# Four Pillars of Ad Optimization



**AD SIZE**



**FORMATTING**

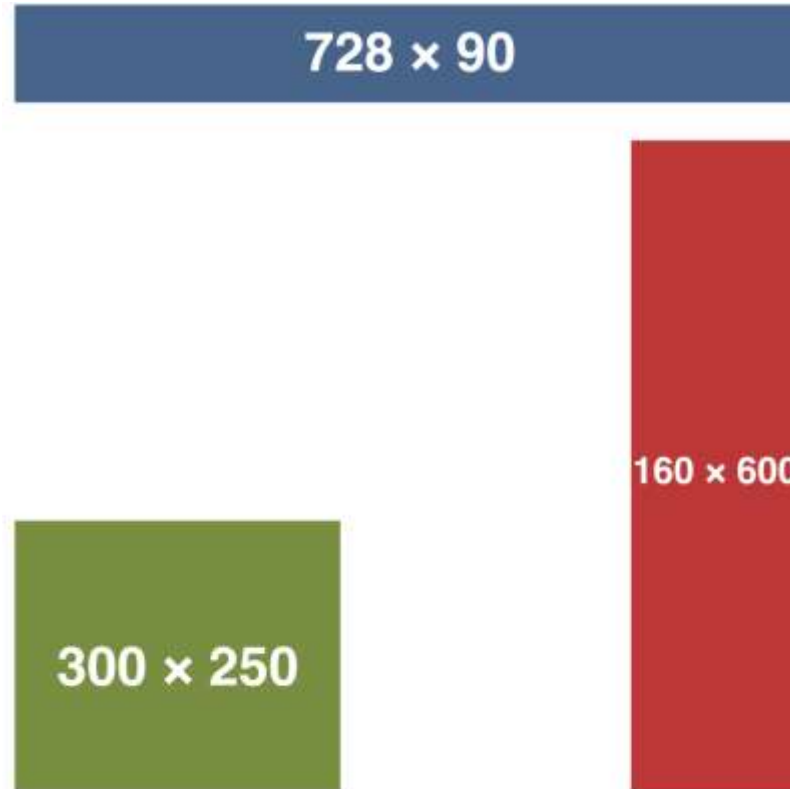


**PLACEMENT**



**AD NETWORK**

# Size Matters



- Email Answer to [web2.0@Yieldbuild.com](mailto:web2.0@Yieldbuild.com)
  - What is the largest AdSense text ad unit currently available, in terms of area?

# Format Attributes



Rounded corners

**Background colors**





Borders

Font color

## Background and Border Color Effects on Click-Through Rate



## Performance of optimized background/border combination vs. white/white

ZONE	Best bg/border combo CTR	White bg/ border CTR	Improvement
HEADER	 5.96%	5.08%	+17.3%
SIDEBAR	 5.88%	3.17%	+85.5%
CONTENT	 6.68%	4.10%	+62.9%
FOOTER	 6.38%	3.45%	+84.9%

- Email Answer to [web2.0@Yieldbuild.com](mailto:web2.0@Yieldbuild.com)
  - According to the YieldBuild blog ([blog.yieldbuild.com](http://blog.yieldbuild.com)), what background/border color combination for the sidebar ad zone ended up performing best in a test on HubPages.com?

# Placement



- Site Design
  - Design Site to accept best ad sizes
- Make every ad count
- Don't underestimate below the fold value

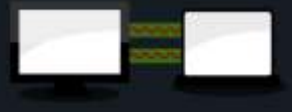
## Number of displayed ads vs CTR



## Alignment vs CTR

Alignment	TITLE	SKYSCRAPER	BOTTOM
Left	3.38%	3.53%	1.82%
Center	3.65%	3.74%	3.92%
Right	4.76%	2.88%	2.81%

# Ad Network Management



- Select ad networks that fit your site
- Geo Targeting
- Use  $N = \text{pvs per user} / (\text{frequency cap of } 2)$

Advertising.com™

ValueClick  
media

Google  
AdSense

Casale  
MEDIA™

TRIBAL  
fusion

# Customer Impact

- Featured at <http://blog.yieldbuild.com>
  - Jewish Encyclopedia
  - Elliott Back
- Blog site: Hubpages
  - Owned and Operated
  - 7.3 Million Visitors per Month
  - Profiles
  - Hubs



# Profile Pages

- \$2-3 eCPMs
  - Two ads per page
  - AdSense is best performing ad network
    - Bottom ad



# Hubs

- \$10-11 eCPMs
  - User generated blog content
  - AdSense, Amazon, eBay, YPN
  - Three ad layout templates
    - More ad spots for long content



Thank You!

Questions?