



Want to revive your ad revenue?
Rethink your ad strategy.



Ad Spends in 2020: A Timeline

- **January to March:**
COVID-19 pandemic strikes. Ad spends take a massive hit.
- **April to June:**
Ad spends remain low. However, adtech sees a **44% increase** in **Demand RPCs** in June 2020 versus April 2020.
- **July to September:**
Ad spends improve. Forecasts reveal that mobile ad spends will increase by **4.8%** or **\$4.22 billion** this year.





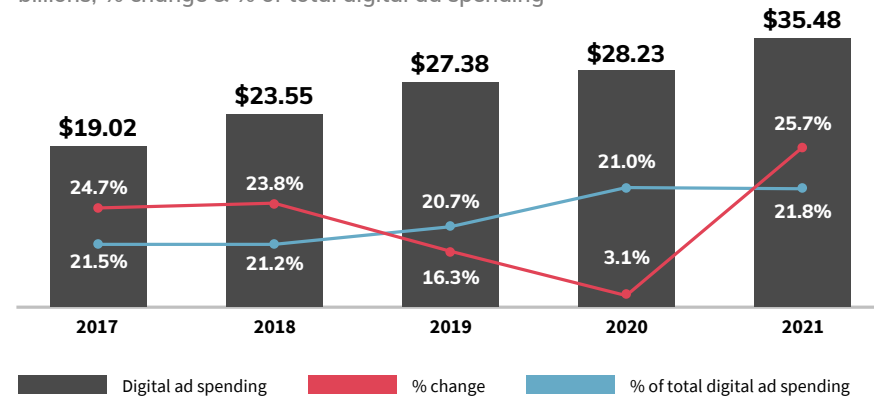
Verticals that are on a positive trajectory

1. Retail / E-commerce:

While ad spends in most industries dwindle, Retail looks promising.

Retail Industry Digital Ad Spending in the US, 2017-2021

billions, % change & % of total digital ad spending



Source: eMarketer

Key takeaway:

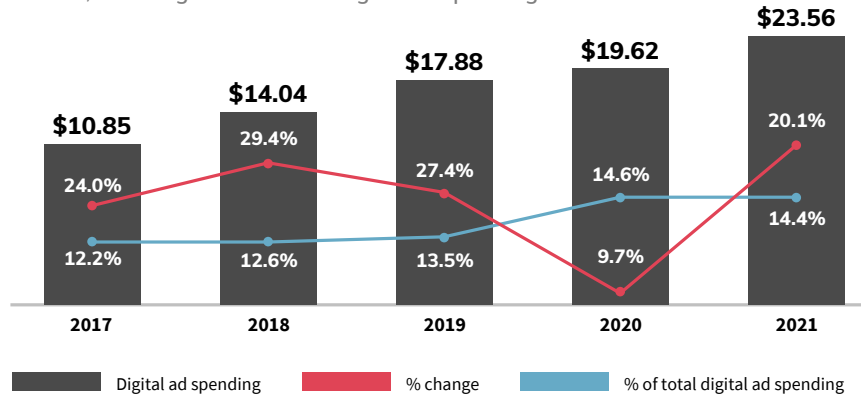
Retail will account for almost **21.0%** of total share. US retail digital ad spending will increase by **3.1%** this year, to **\$28.23 billion**.

2. Personal Finance:

Finance is another vertical that will see an upward trend.

Financial Services Industry Digital Ad Spending in the US, 2017-2021

billions, % change & % of total digital ad spending



Source: eMarketer

Key takeaway:

Financial services will make up **14.6%** of total digital ad spending in 2020. US financial services ad spends will increase **9.7%** this year to **\$19.62 billion**.





What can you do to amplify your revenue?

Pivot your approach to ad monetization.

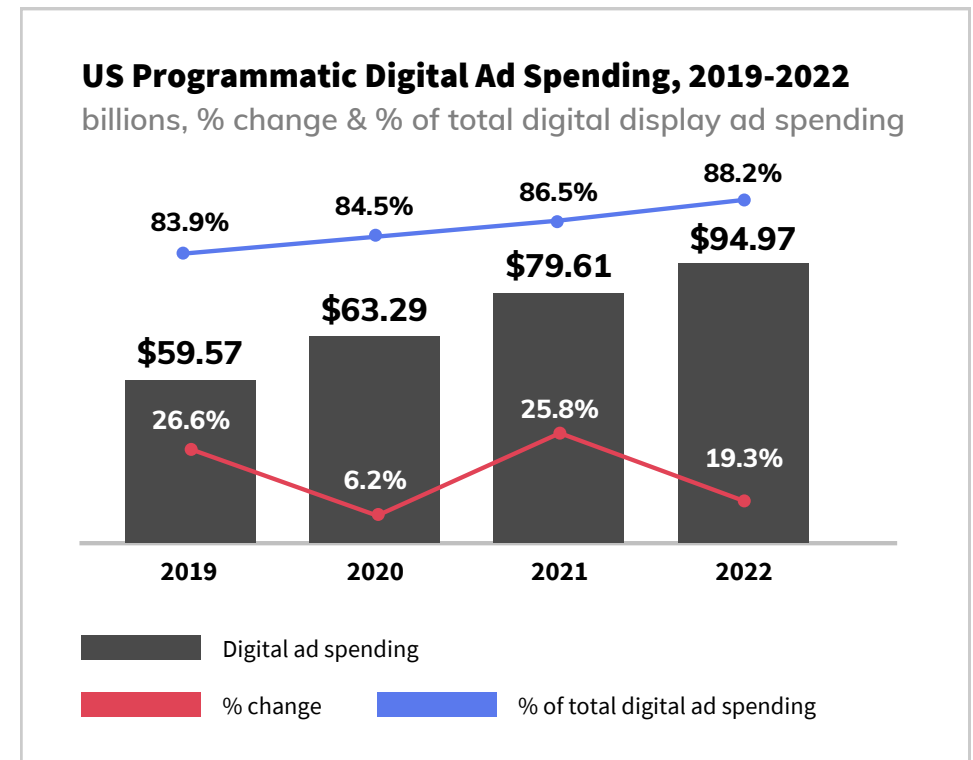
1. Search Demand is more resilient than Display

While ad spends dipped earlier this year, search as a channel fared much better than traditional display. According to eMarketer, when display budgets fell by **34%**, search budgets took a hit by just **9%**. So clearly search can withstand disruptions better than other channels and advertisers will continue spending on search.

As a publisher you should be partnering with platforms that help you access search advertising budgets so that you can earn new and additional revenue, over and above what you're earning right now.

2. Maximize your inventory value with Programmatic Advertising

- Programmatic makes the best use of diverse demand sources as you expose your ad inventory to a much larger marketplace of advertisers. This increases competition for your inventory and therefore, attracts higher bids and greater revenue.
- Programmatic offers greater transparency for advertisers which means they're willing to spend a lot more via the programmatic route.
- **Publishers have realized that programmatic is the future.** According to MediaRadar, through the end of July, total programmatic spend grew **11%** since April, and the number of advertisers running programmatic ads have increased **36%** since January 2020.



Source: eMarketer.com

Key takeaway:

Programmatic display ad spends increased from **\$59.57 billion** in 2019 to **\$63.29 billion** in 2020.



3. Future-proof your ad stack with Contextual Targeting

With the phasing out of cookies and laws like GDPR and CCPA stepping in, you must incorporate contextual ads to make the most of your inventory on mobile and other cookie-less environments like traffic from Safari etc. Purely based on the content of the webpage, these ads are high-intent and high-engagement, without using audience data.

From the biggest of publishers like the [New York Times](#) to medium sized publishers, Contextual Advertising is being used by every publisher who wants to make higher revenues, without flouting privacy norms. Recent [statistics](#) indicate that the global market for **Contextual Advertising** **estimated at US \$145.1 Billion in the year 2020, is projected to reach a revised size of US \$447.9 Billion by 2027, growing at a CAGR of 17.5% over the analysis period 2020-2027.**

Stream-SEO recommendations to monetize your website effectively

- ✔ Choose an ad network depending upon the niche of your website and location of your audience.
- ✔ Monetize your website with no more than 2 ad networks at a time.
- ✔ A/B test between ad networks to figure what works best for your revenue goals. Always remember - while you test the ad networks, ensure you're doing so with equal traffic and the same ad placements.
- ✔ Before you zero-in on an ad network, ensure you test it out for at least about 4 weeks. In the testing phase, reach out to your account manager to ask for tips to maximize yield.

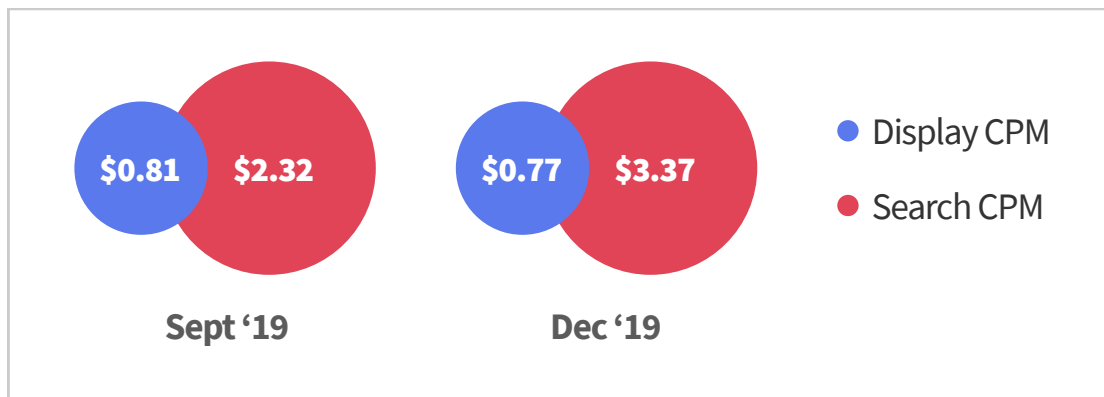


Over the years, I have tested multiple ad networks, and one ad network that I highly recommend is [Media.net](https://www.media.net), as most of my readers have had a really positive experience with them. If the majority of your website traffic is from **US/UK & Canada**, you must give Media.net a serious shot.

- Servando Silva | Founder, StreamSeo

Reasons why I recommend Media.net

- Media.net publishers get access to unique **search demand or search advertising budgets worth over \$6 billion** - These advertising budgets are not available via any other ad platform. And like I've mentioned above, Search can and has fared better than Display.



- They are great to work with and their ads are very easy to implement on your website - you can monetize with **search, display, native, video ads** - all of these with just 1 ad tag.
- They offer prompt **account support and expert optimization tips** throughout your monetization journey, so that you are making the most of what they have to offer.

Sign Up Bonus

Use this link and get a 10% bonus, over and above your regular revenue, for the first 3 months.

[Sign up with Media.net](#)

