




2020

BRICKSEEK.COM

CASE STUDY

“ I love the relationship that we've built here and we hope it only continues to grow. The increase in revenue has been nice, but the relationship and comfort the Freestar team has given us is **invaluable**. ”

Austin Vandever -  BRICKSEEK

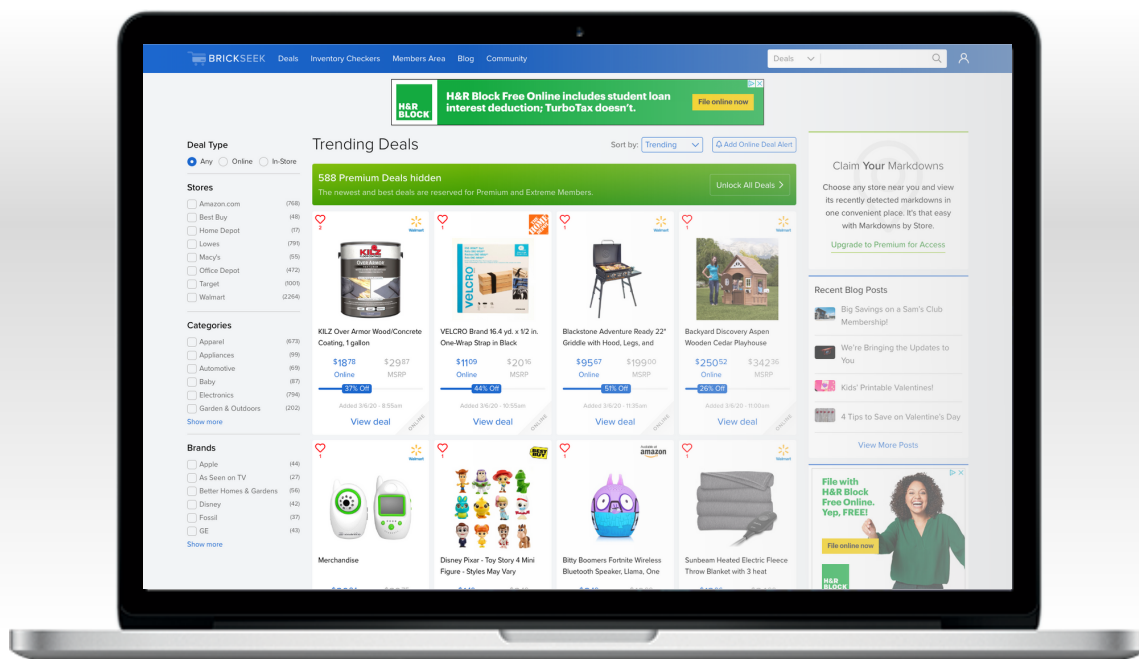
HEAD OF MARKETING + GROWTH

BRICKSEEK.COM

CASE STUDY

ABOUT BRICKSEEK

Austin Sloan originally started Brickseek.com as a way to locate certain hard-to-find toy sets at retail stores. The website quickly evolved into a discounted reselling platform and community for unique items across many product categories and retailers. His passion for finding these items and being able to resell them at highly discounted prices was the driving inspiration to continue evolving the popular website.



PREVIOUS APPROACH TO MONETIZATION

Brickseek was only utilizing AdSense prior to signing with Freestar and while they were content with this monetization approach, they were not completely happy. They felt a lack of clarity and insight into how things were performing. They were making decent ad revenue but struggled with the idea they could be unknowingly leaving revenue on the table.



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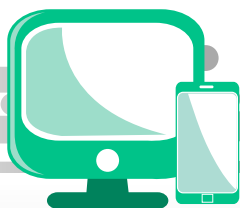
CASE STUDY

BUILDING A PARTNERSHIP

After an in-person meeting, hosted at the Freestar headquarters in Phoenix, Brickseek was happy to kick the relationship off. Brickseek left that meeting feeling confident and optimistic that this would be a vast improvement to what they were previously doing to monetize their ad inventory. Brickseek officially joined the Freestar publisher family in April 2018.

IMPLEMENTATION

The Brickseek setup took just a few days to go live with Freestar and the results started to kick in immediately. Over the past two years, Freestar has audited various areas of their business to provide recommendations, products and services to increase revenue, while maintaining an optimal user experience. This includes optimizing both mobile and desktop ad units, implementing a new multi-faceted video player and optimizing towards an ideal ad stack within Google Ad Manager.



Optimized Both Desktop and Mobile Ad Units

Ensuring ad units are optimized for desktop and mobile is a crucial step for monetization. Our team analyzed Brickseek's ad units and added additional high-impact flex sizing to key ad units on desktop and mobile. Additionally, Freestar implemented a sticky footer unit to boost viewability and CPMs.



Assessed and Improved Demand Stack

User experience is top of mind for Brickseek. Freestar's relationships with the top header bidding partners in the space allowed us to instantly introduce high quality demand partners. Our team has audited Brickseek's demand stack to maximize their revenue and minimize any ad quality concerns.



Implemented a New Video Product

In order to maximize revenue, CPMs and viewability for Brickseek, Freestar implemented our multi-faceted video solution on desktop and mobile. The unit drives high performance without disrupting the user's experience and has become a significant additional revenue stream for Brickseek.

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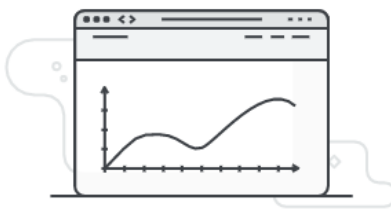
CASE STUDY

BENEFITS & PERKS



12

IN-PERSON MEETINGS
PER YEAR



25

MONTHLY BUSINESS
REVIEWS + COUNTING



1

GOLF TOURNAMENT
COMPANY OUTING

And...

REAL TIME ACCESS TO
INDUSTRY EXPERTS



Brickseek + Freestar



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CASE STUDY

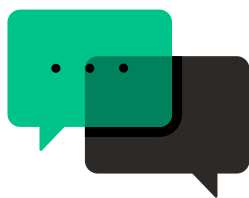
RESULTS

- Brickseek's net revenue had **doubled** within the **first six months** of working with Freestar.
- They now consistently generate an additional **\$50k-\$60k per month** than they did prior to the partnership.
- Not only has the video player added a significant additional revenue stream for Brickseek, it has also **increased CPMs by 18%** and **increased RPM by 25%**.

IN THE CLIENT'S WORDS



"The first year was great and we saw our ad revenue significantly increase within the first month. Our average monthly revenue grew over 50% with Freestar. I know this is due to a variety of factors, but Freestar definitely played a significant role in this."



"The customer support is what we value, even more so than the monetary gain. The updates and explanations of what is going on is valuable to us as it keeps us aware of what is happening on our site. Above all, it is putting us at ease when we see ad numbers fluctuate. It's nice to know that there isn't anything wrong."



"The general knowledge into the digital advertising and publishing space [was a positive aspect of working with Freestar we didn't expect]. This was a new area to me and it's been very helpful to have Freestar as a resource when I have questions or concerns."