



**How Triple13 delivered 2.5x
higher eCPMs & boosted
revenue by 492% for Fli.com**

Background



F1.com keeps fans of Formula1 informed with news, reports and results with live reporting, features and interviews.

- Site needed to be better optimized for its mobile viewers
- Wanted to improve their monetization performance on AMP
- Increase visibility in search results



AMP Ads Optimization



Monetization Strategy



Increase Visibility

Goals



Fli was already generating a good amount of ad revenue from the Web but needed to improve on mobile experience. Mobile wasn't performing as well compared Web. Fli wanted to see if it was possible to improve on their revenue from AMP and get more out of their ad inventory so they asked Triple 13 to help.

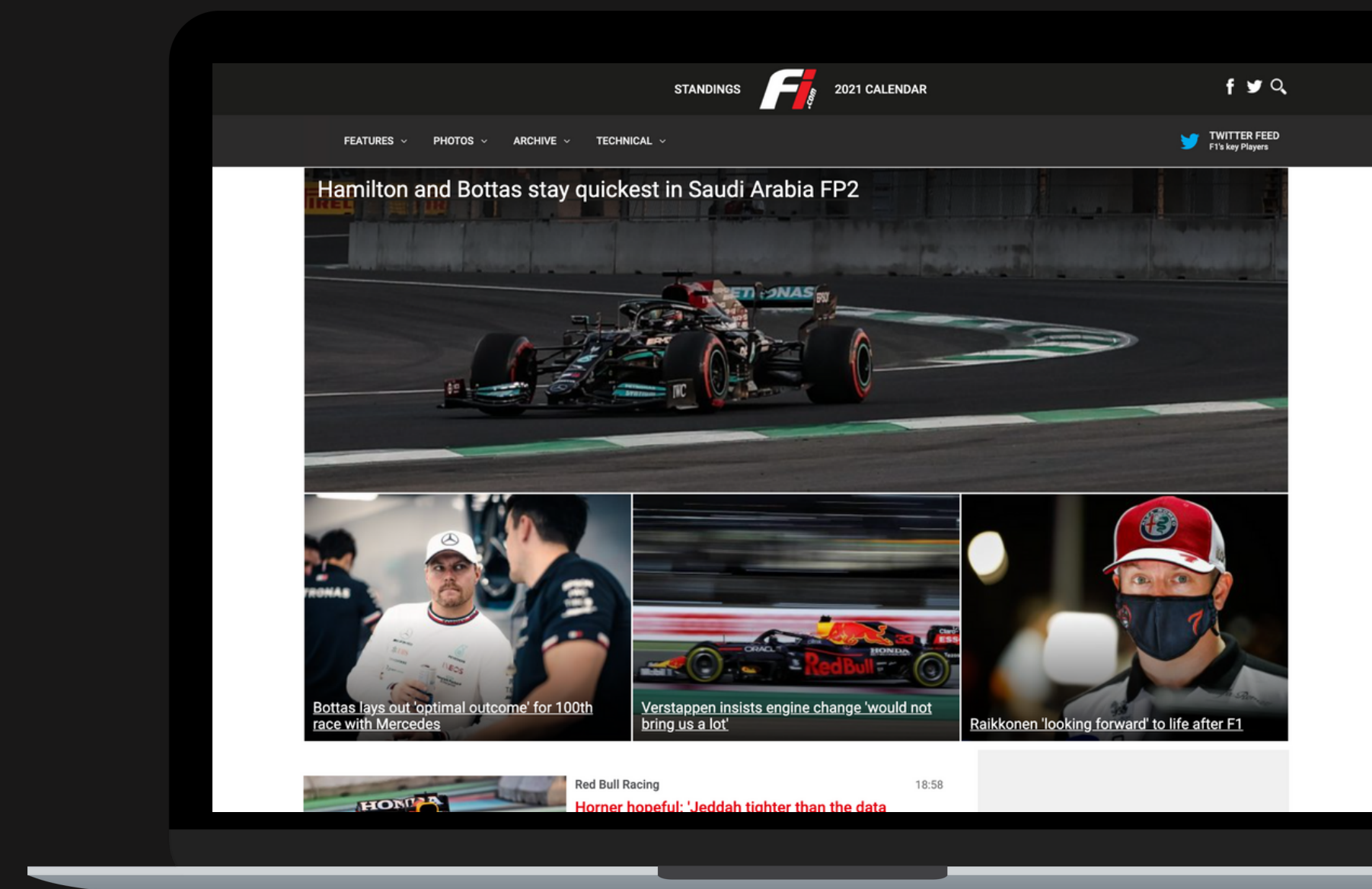
- Optimization of AMP pages
- Implement AMP monetization strategy
- Increase display ad revenue
- Increase eCPM

Challenges



The challenge that Triple 13 found was to find effective ad solutions for a site that had a good amount of traffic but was underperforming when it came to its AMP Ad performance.

These solutions also needed to provide a good user experience, delivering higher viewability with a focus on improving eCPM.



The Freestar Approach

Our team did the following:

- ✓ First we complete a **comprehensive audit** of the site and its code. This helps us understand common problems and easy fixes such as Ad placement optimization and if there are any AMP validation errors.
- ✓ We **highlight what needs to be fixed** so that the code is Google compliant and performs as expected.
- ✓ We then **analyze historical data** to find patterns in areas that we can improve upon such as which ad units that are performing as expected versus those which are underperforming.
- ✓ Our experience with AMP allows us to **quickly identify fixes** and suggest ways in which we can optimize the ad stack to deliver far better results.
- ✓ We **improve upon the user experience** that had direct and indirect implications for speed, ranking ability and reducing bounce rates.

Armed with this information we formulate a custom strategy tailor-built for Fli to improve on a vast number of metrics. We then consult and help implement these recommendations with the Fli development team to ensure everything is installed correctly.



The Results Are In



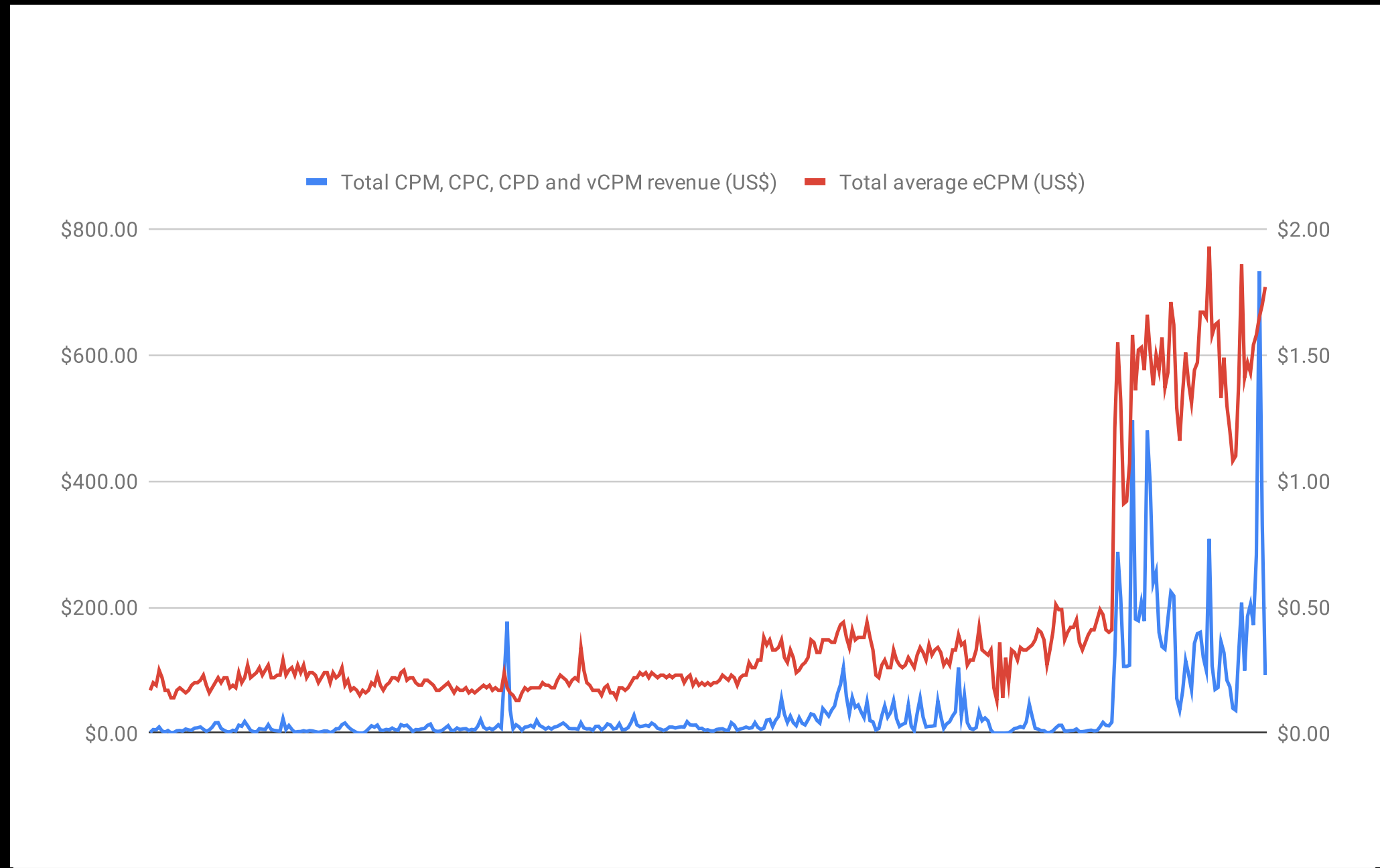
2.5x
high eCPM

492%
revenue increase

**Optimized ad
placements**

Traffic increase from
search results due to
higher rankings in
Google

Revenue from AMP has
overtaken revenue from
Web



Don't Just Take Our Word For It

“ Having Triple13 on board as our revenue optimization partner has benefited Fli.com thanks to their exceptional knowledge of AMP monetization. With over 75% of our users accessing our website through mobile, Triple13 lead the way in optimizing our AMP monetization through their AMP technologies.

We've been able to significantly increase our eCPM with the optimisation in effect, which opened Fli.com to further revenue opportunities.

Arthur Caraccio

Digital Marketing Manager at Fli.com