



 FREESTAR | CASE STUDY

Reader's
Digest

**How Reader's Digest
boosted their revenue by
33% in 30 days using AMP**

Background

Reader's
Digest

Launched in 1922, Readers Digest has built 90 years of trust with a loyal audience and has become the largest circulating magazine in the world with a strong online presence.

- Site had AMP but wasn't being optimized for AMP Ads
- Wanted to improve their monetization performance by increasing their eCPM
- Increase visibility in search results



AMP Ads Optimization



Monetization Strategy



Increase Visibility

Goals

Reader's
Digest

Reader's Digest was already performing well at generating a good amount of ad revenue from web. However, more of their traffic was going towards mobile and although they had AMP-powered pages they were never optimized for AMP Ads.

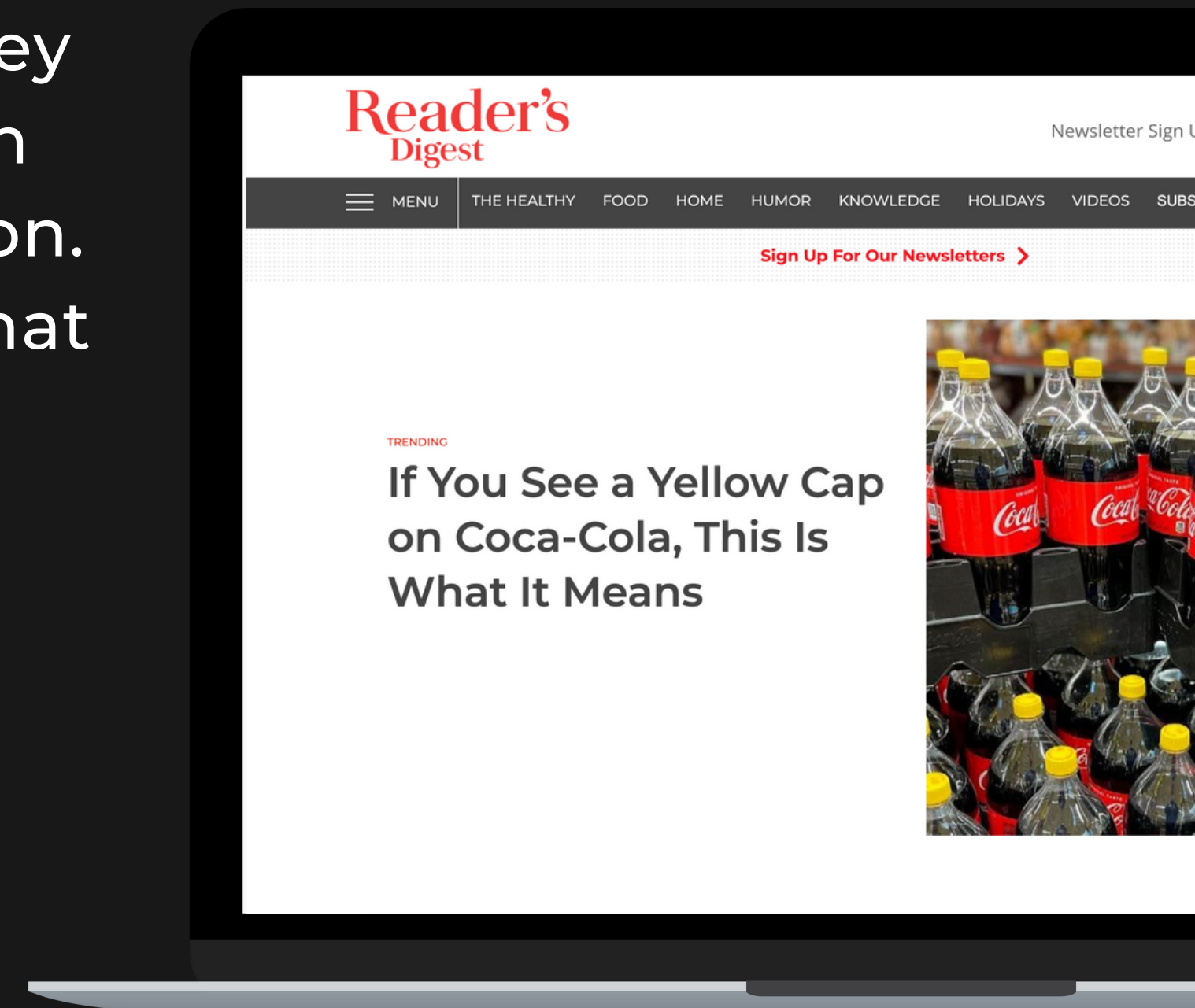
- Optimization of AMP pages
- Implement AMP monetization strategy
- Increase display ad revenue
- Increase eCPM

Challenges

Reader's Digest was already doing well, and they had amp-enabled pages however none of them were configured and optimized for monetization. Our aim was to drive instant results for a site that had a lot of traffic but AMP was being underutilized.

Our solutions also needed to focus on a great user experience with our ads placements and delivering higher viewability with a focus on improving eCPM.

Reader's
Digest



The Freestar Approach

Our team did the following:

- ✓ Reader's Digest was a clean slate for us to work on since they never had AMP Ads installed on their site. It meant we could start fresh from the start without having to do in-depth analysis on their data.
- ✓ We double-checked all their AMP code to ensure that there were no validation issues.
- ✓ We focused on improving their user experience as this has a direct impact on their speed, rankings and helps overall engagement.
- ✓ We used our best practices in our AMP monetization set up so that we could get the best possible results in improving viewability and increasing eCPM.

We built Reader's Digest AMP monetization to deliver immediate results based on their current setup. We then consult and help implement these recommendations with the development team over at Reader's Digest to ensure everything is installed correctly.



The Results Are In

Reader's
Digest

32%

increase in AMP CPM
vs Web

35%

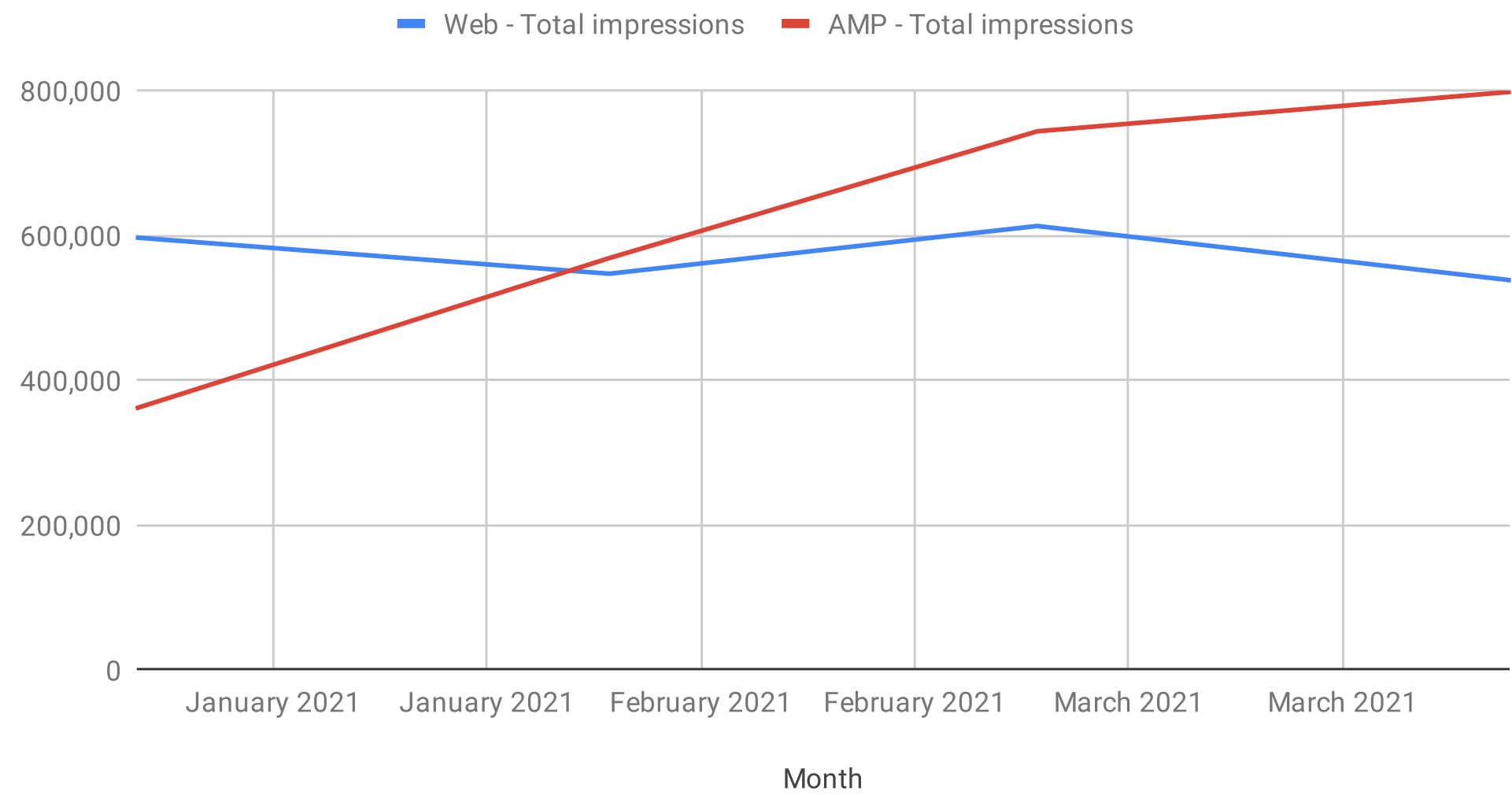
increase in eCPM vs
Web

Optimized ad
placements

Traffic increase from
search results due to
higher rankings in
Google

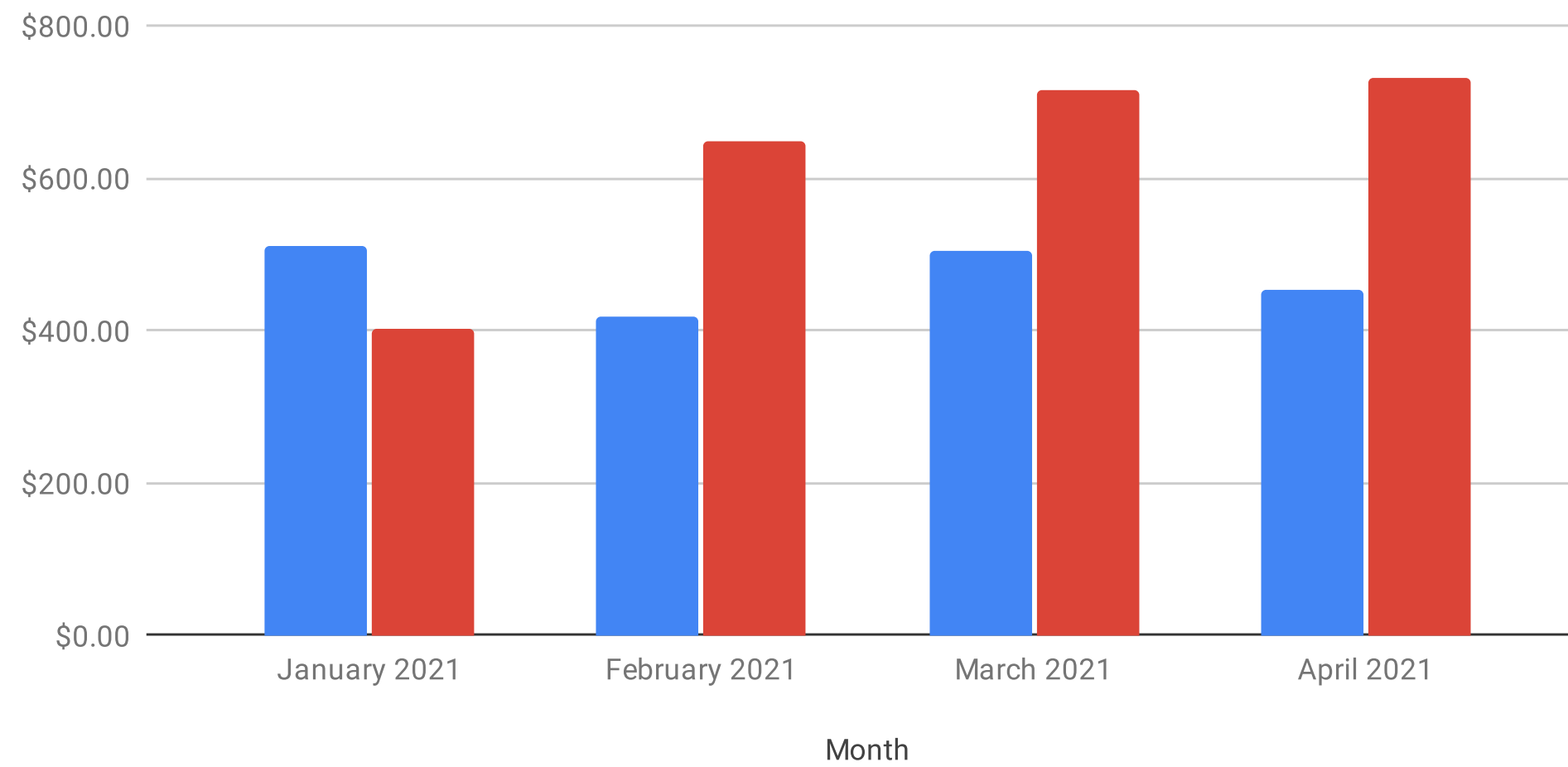
Revenue from AMP has
overtaken revenue from
Web

Web - Total impressions and AMP - Total impressions



Web vs AMP Total CPM Revenue in US\$

■ Web - Total CPM revenue (US\$) ■ AMP - Total CPM revenue (US\$)



Don't Just Take Our Word For It

“ Triple13 has been our long-term monetization partner now for a number of years. We wanted to start running ads on our AMP pages but we've only ever monetized our web, so they proposed a complete audit of our advertising. The results are fantastic, and we are really surprised and delighted with the additional revenue being generated from AMP.

We went from having zero revenue from AMP to a 33% boost in overall revenue in 30 days. I am delighted with Triple13 and the results they have generated, and I would recommend others to get an audit of their ad stack and see what results they can get for you!

Julie Leach

Managing Director at Reader's Digest