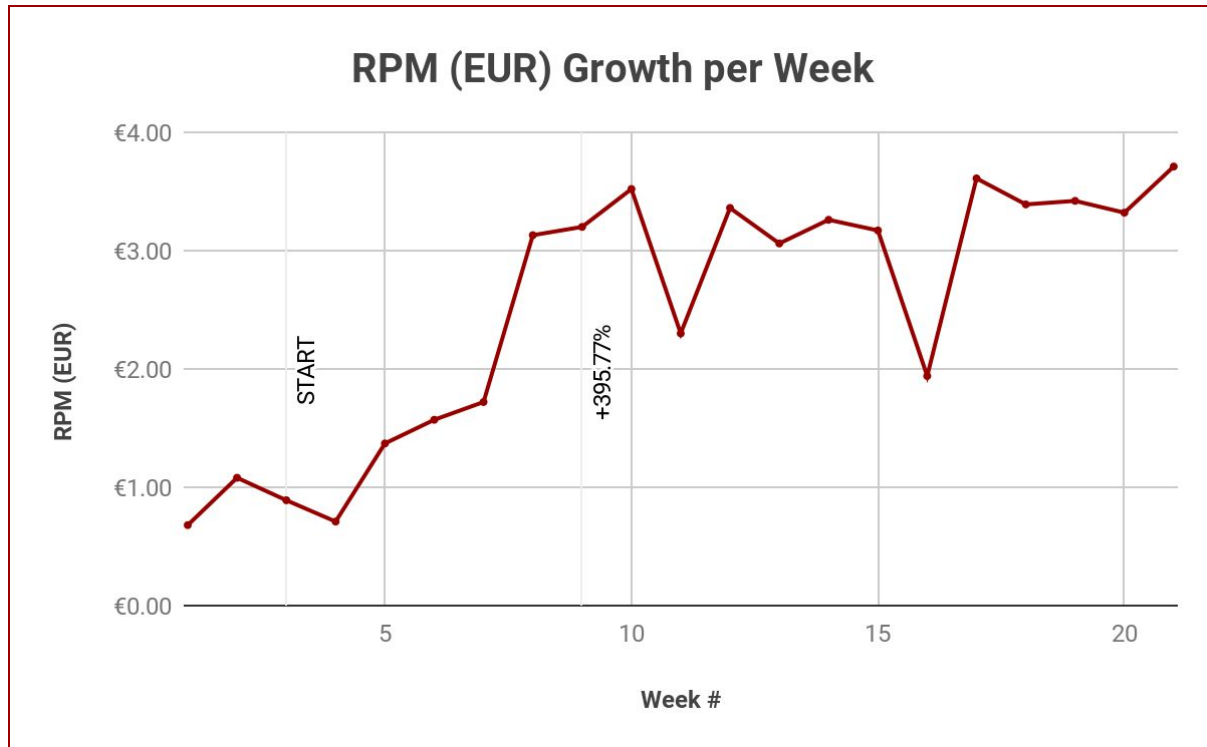


# 363.33% RPM Boost In 6 Weeks

Case Studies > Optimization



## Overview

**Website Description:** Spiritual content and daily horoscopes targeting English speaking viewers worldwide.

**Primary Traffic Source(s):** Facebook [Social], Google Search

**Strategy:** First, we increased page loading speed dramatically through extensive hands-on website optimization. Next we executed a thorough analysis of the site content, improving readability and targeting specific topics that encourage viewers to return daily.

We then applied a multi-stage split testing approach and successfully uncovered a winning combination of ad placement types and on-page locations.

## Results

Shortly before we started working together this site's RPM was at an **all-time-low of €0.68 EUR** with earnings also tanking.

Through thorough site analysis and optimization we were able to increase the RPM from **€0.71 EUR to €3.52 EUR in just 6 weeks.**

From this step alone we **boosted Adsense revenue by 33.77%** with the **same amount of traffic.**

While improving RPM boosts earnings, higher ad CTR decreases page views...

Some publishers will see this as a bad thing, however, increasing your revenue by optimizing page RPM creates the legroom to grow your audience via **paid traffic acquisition.**

This is where **true exponential growth** can be achieved.

To learn how paid traffic acquisition can grow your revenue by up to **11,079.10%** see our case study: [Case Study 2](#)

**Want to optimize your site and increase revenue? Please email [partnership@adireto.com](mailto:partnership@adireto.com).**