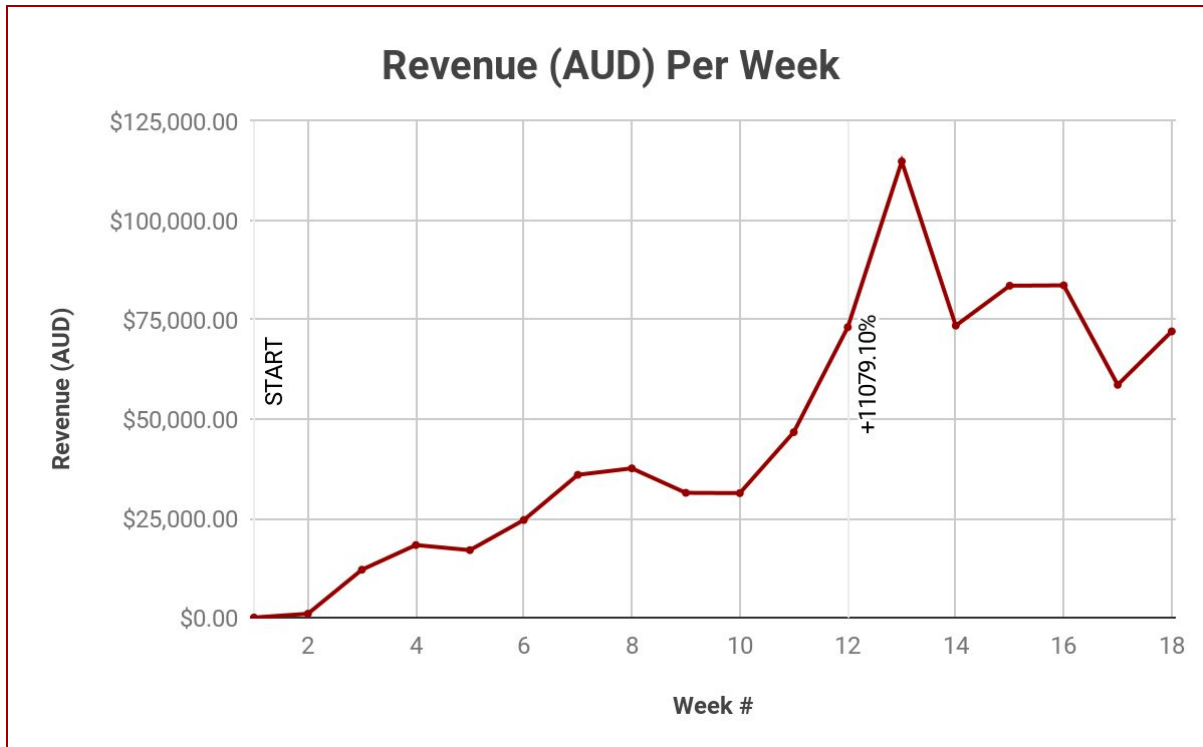


11,079.10% Revenue Boost in 3 Months

Case Studies > Paid Traffic Acquisition



Overview

Website Description: Travel, lifestyle & financial content targeting visitors from the USA, UK, Canada, Australia, Japan and various countries in SEA.

Primary Traffic Source: Facebook (Paid)

Strategy: First, we increased page loading speed dramatically through extensive hands-on website optimization. Next we executed a thorough analysis of the site content, developing easy-to-read articles targeted at specific subjects.

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

Next, selected content was used for Facebook paid traffic acquisition, with various ad campaigns targeting viewers in the SEA, USA, UK, Canada and other markets. We then used our proprietary machine-learning technology to automatically scale and stop ad campaigns based on key data pulled from Facebook and Google AdSense.

Results

With a modest audience and little to no revenue optimization strategy, the site was generating an average of **\$10 AUD per day** in Adsense earnings when we first started working together (see Week 1).

After a single month of partnering with Adireto, their Adsense revenue skyrocketed to over **\$2,500 AUD per day** (see Weeks 1 - 4).

After 3 months we saw their Adsense revenue climb to an incredible **\$28,500 AUD in a single day** (see Week 13) before stabilizing at an average of **\$10,000 AUD per day**.

Through intense site optimization and intelligent paid traffic acquisition we achieved an **11,079.10% revenue boost in 12 weeks flat** (see Weeks 2 -13).

Want to increase your revenue with paid traffic? Please email partnership@adireto.com.