



**ezeoic**  
**CASE STUDY**  

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**Local Media Publishers**

The biggest lift in earnings via programmatic was when we partnered with Ezoic...

- Joe Hyde, San Angelo Live

(via StreetFightMag March, 2017)



## San Angelo Live Finds Big Revenue Lift With Ezoic

San Angelo Live **began using Ezoic in winter of 2016**. They were struggling to find ways to improve their programmatic earnings. They were interested in Ezoic's Google partnership and bevy of revenue optimization tools for digital publishers.

"Ezoic's way of optimizing session revenue is perfect for local media publishers", says founder, Joe Hyde. During the first several months of using Ezoic, San Angelo Live was able to achieve an announced **120% increase in EPMV** (earnings per thousand visitors).

Ezoic's machine learning platform helped provide **a lift in total revenue of more than 95%** from what San Angelo Live was previously earning programmatically. What's more, mobile revenue — a previous area of struggle — saw the largest increases in total revenue. In the first 6 months, **mobile revenue more than doubled**.

Ezoic's machine learning platform was also able to help San Angelo Live **reduce bounce rate by 6% and increase pageviews per visit by 7%**

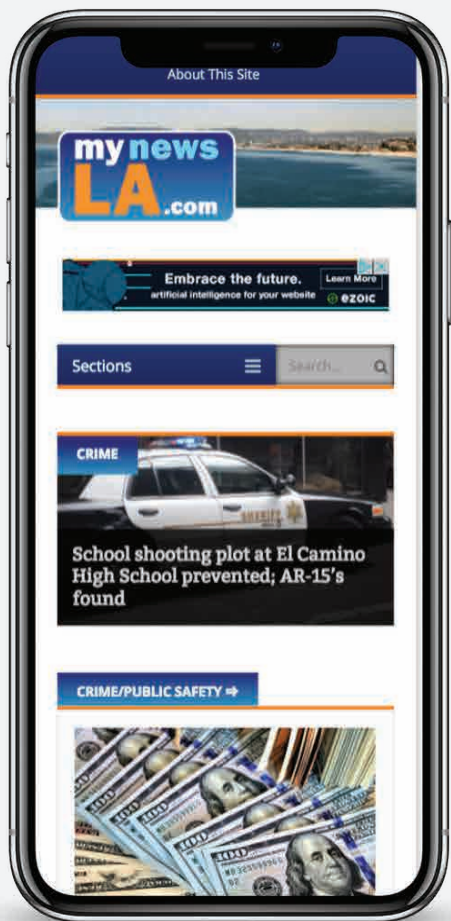
## MyNewsLA Gets Boost With Ezoic

After just a few months of using Ezoic, MyNewsLA.com saw **a 52% increase in EPMV**.

Just like San Angelo Live, MyNewsLA experienced some of their biggest increases in revenue from mobile devices. The publisher saw **mobile EPMV increase by 180% during the first few months**.

MyNewsLA also **saw bounce rate fall by approximately 22%** within the first 3 months of using the Ezoic platform.

Finally, Ezoic helped provide the publisher with deeper **insights into which articles were producing their most valuable sessions**.



Learn more about Ezoic at [www.ezoic.com](http://www.ezoic.com)