FEWER ADS, HAPPIER VISITORS, & MORE MONEY

How Ezoic used A.I. to reduce the number of ads, increase total ad earnings, and improve experiences for all visitors.

CUT THE NUMBER OF ADS IN HALF
Ezoic was able to cut the average number of ads displayed on this site in half.

INCREASED TOTAL REVENUE 15%
In two months, Ezoic increased total revenue above levels previously achieved with twice as many ads on the page.

IMPROVED SITE ENGAGEMENT BY 25%
By using machine learning to understand how ads affected visitors, Ezoic increased page engagement by 25%.

IMPROVED TOTAL REVENUE PER VISIT
Ezoic doubled the average revenue per visitor while reducing ads and providing better experiences to every single website visitor.