“Keeping the user experience intact is what pushed me towards Ezoic.”

—Anand Khanse

TheWindowsClub Doubles Revenue With Ezoic

Microsoft Most Valuable Professional Award winner (2006-2016) and Windows Insider MVP Anand Khanse started TheWindowsClub in 2009 as a way to discuss and inform others about his passion, Windows OS. Since then, the site has grown to become the premier unofficial Microsoft Windows blog, employing a full staff of authors and receiving over 10 million page views a month.

Khanse initially used AdSense as the primary means of monetizing his site. Negative experiences with ad networks and other technologies led to some apprehension when exploring opportunities to optimize his website revenue. Khanse became interested in Ezoic after reading reviews, interacting with the support team, and learning about how Ezoic’s technology helped balance user experience and ad revenue.

Ezoic’s ability to balance revenue and user experiences convinced TheWindowsClub to integrate with the Ezoic platform in September 2018, and their positive results were almost immediate.

- Increased Engaged Pageviews 83%
- EPMV Growth of 16%
- Increased Ad Revenue Over +100%
Revenue and UX Growth with Ezoic

“What got my attention first was the Ezoic dashboard and the control it offered”, said Khanse, “but it was the performance that really impressed me the most.”

In three months, TheWindowsClub saw major progress in visits, pageviews, engaged pageviews, bounce rate, revenue, and EPMV.

More specifically, their revenue increased an incredible 113% and continues to trend upwards. The site also experienced an increase in pageviews and engaged pageviews by approximately 80%.

“I love the control you have over ads and ad placements, and the results have been fantastic. I should have switched to Ezoic much sooner!” said Khanse.

TheWindowsClub’s Success Story

- In just two weeks, TheWindowsClub saw improvements in all metrics: visits, pageviews, engaged pageviews, engaged pageviews per visit, average engaged time per visit, bounce rate, revenue, and EPMV

- TheWindowsClub saw a revenue increase of 113% after just three months of integrating with Ezoic

- The site also experienced an 83% increase in engaged pageviews since their first month with Ezoic

- EPMV for TheWindowsClub has increased 16% from September to November and is projected for continual growth
'Until recently, I used Google AdSense and was happy with the earnings. But as they say - ignorance is bliss! I never knew that there could be an immense earning potential beyond using only AdSense.'

- Anand Khanse, Founder & CE
TheWindowsClub.com