



# 2019 Publisher Performance Report

A study of 50 different websites that used the Ezoic platform for approximately one year starting in 2018.



## Publishers see significant growth using Ezoic

We looked at 50 websites that started using Ezoic in early 2018 and continued using the platform until January 2019. Sites in the study were many different sizes, in separate content verticals, and based in countries from all around the world.

Websites using Ezoic were able to grow at an unprecedented rate once they started using the platform. On average, these sites saw dramatic increases in website traffic and monthly revenue. Results included organic traffic and organic keyword ranking improvements alongside substantial lifts in ad session revenue and total monthly revenue.

The large average improvements in both revenue and traffic were driven by a core group of publishers that saw exponential results; however, almost all publishers saw unprecedented year over year growth using Ezoic. While the Ezoic platform is not solely responsible for these improvements, Ezoic's core features can be credited as a driving force behind the results.

## Results

After one year, what were the average improvements for these publishers?



Monthly Traffic Increased By... **+85%**



Total Revenue Increased By... **+259%**



Avg. EPMV Increased By... **+123%**



New Organic Keywords Increased By... **+24%**

## Averaging the all the results



The average website saw **90,091 more monthly visitors** after using Ezoic for 1 year



At the end of one year, the average site was **making \$1,720 more revenue** each month



After using Ezoic for a year, the average site **increased earnings per 1,000 visitors by \$4.46**



The average site **added 1,222 organically ranked keywords** over the course of one year with Ezoic

*"Ezoic is enabling us to grow our business instead of just meeting the bills."*



Anita Campbell  
Founder & CEO, SmallBizTrends

## About Ezoic

Ezoic is an all-in-one publishing platform that allows digital publishers to scale intelligent decision-making on their websites easily. Publishers use Ezoic to improve user experiences and increase website revenue by using machine learning to adapt things like ads, layouts, and content to visitors on their websites based on the results automated multi-variate testing.

## Contact Us

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# Data From Each Publisher

These 50 publishers represent the sample used to review the progress of publishers that started using Ezoic in early 2018. All of the publishers began using Ezoic in January of 2018 and continued to use the platform until the start of 2019.

Publisher	Starting Monthly Traffic	Current Monthly Traffic	% changed	Starting Monthly Revenue	Current Monthly Revenue	% changed	Starting EPMV	New EPMV	% changed	Starting Keywords	Current Keywords	% changed
Hidden	25,090	32,958	31.36%	\$136.82	\$249.86	82.62%	\$5.45	\$7.40	35.78%	12,045	13,004	7.96%
Hidden	219,904	569,277	158.88%	\$344.89	\$928.55	169.23%	\$1.57	\$1.63	3.82%	486	688	41.56%
Hidden	87,187	228,100	161.62%	\$1,078.40	\$2,024.11	87.70%	\$8.63	\$8.87	2.78%	13,851	20,238	46.11%
Hidden	25,533	8,915	-65.08%	\$311.60	\$106.31	-65.88%	\$12.20	\$11.92	-2.30%	6,078	10,035	65.10%
Hidden	8,709	16,569	90.25%	\$63.54	\$136.41	114.68%	\$7.30	\$8.23	12.74%	2,788	4,804	72.31%
Hidden	2,532	4,539	79.27%	\$86.09	\$173.39	101.41%	\$34.00	\$38.20	12.35%	7,594	8,798	15.85%
Hidden	69,140	21,134	-69.43%	\$1,025.78	\$303.08	-70.45%	\$14.84	\$14.34	-3.37%	39,930	40,672	1.86%
Hidden	521,577	405,421	-22.27%	\$1,805.26	\$1,873.48	3.78%	\$3.46	\$4.62	33.53%	5,231	6,507	24.39%
Hidden	125,634	424,939	238.24%	\$8,990.34	\$38,031.16	323.02%	\$71.56	\$89.50	25.07%	27,217	26,475	-2.73%
Hidden	53,571	99,646	86.01%	\$177.21	\$639.09	260.64%	\$3.32	\$6.41	93.07%	3,173	4,852	52.92%
Hidden	136,731	147,855	8.14%	\$213.56	\$804.20	276.57%	\$1.56	\$5.44	248.72%	25,002	26,919	7.67%
Hidden	52,322	55,409	5.90%	\$108.08	\$195.73	81.10%	\$2.07	\$3.53	70.53%	12,077	16,290	34.88%
Hidden	89,881	30,085	-66.53%	\$583.38	\$467.36	-19.89%	\$6.49	\$15.53	139.29%	44,649	6,896	-84.56%
Hidden	7,807	16,624	112.94%	\$51.80	\$229.99	344.00%	\$6.63	\$13.83	108.60%	6,350	7,890	24.25%
Hidden	173,362	636,071	266.90%	\$916.58	\$4,161.77	354.05%	\$5.29	\$11.46	116.64%	1,723	4,610	167.56%
Hidden	117,432	245,113	108.73%	\$431.18	\$2,248.47	421.47%	\$3.67	\$8.85	141.14%	8,560	7,936	-7.29%
Hidden	25,169	24,954	-0.85%	\$111.86	\$200.89	79.59%	\$4.44	\$8.08	81.98%	7,842	7,254	-7.50%
Hidden	8,549	3,505	-59.00%	\$73.17	\$50.47	-31.02%	\$8.56	\$14.40	68.22%	1,583	2,599	64.18%
Hidden	15,138	114,962	659.43%	\$112.34	\$1,748.41	1456.36%	\$7.42	\$15.52	109.16%	8,553	17,504	104.65%
Hidden	48,933	109,874	124.54%	\$36.42	\$347.04	852.88%	\$0.74	\$3.16	327.03%	4,161	5,633	35.38%
Hidden	28,343	93,784	230.89%	\$195.03	\$2,367.15	1113.74%	\$6.88	\$25.24	266.86%	12,583	11,452	-8.99%
Hidden	70,027	110,143	57.29%	\$106.25	\$427.51	302.36%	\$1.52	\$3.88	155.26%	13,448	15,006	11.59%
Hidden	20,268	17,809	-12.13%	\$142.28	\$481.48	238.40%	\$1.51	\$27.04	1690.73%	17,237	32,384	87.87%
Hidden	12,431	14,482	16.50%	\$272.67	\$602.95	117.15%	\$22.34	\$41.63	86.35%	6,068	4,500	-25.84%
Hidden	182,679	541,149	196.23%	\$1,152.00	\$5,276.41	358.02%	\$8.12	\$9.75	20.07%	102,797	116,953	13.77%
Hidden	96,677	80,762	-16.46%	\$610.55	\$748.43	22.58%	\$6.32	\$9.27	46.68%	52	109	109.62%
Hidden	107,960	152,658	41.40%	\$587.67	\$1,235.08	110.17%	\$5.44	\$8.09	48.71%	197,191	171,315	-13.12%
Hidden	110,652	1,183,692	969.74%	\$339.63	\$7,193.20	2017.95%	\$3.07	\$6.08	98.05%	69,686	111,515	60.02%
Hidden	107,774	105,677	-1.95%	\$212.78	\$667.82	213.85%	\$1.97	\$6.32	220.81%	40,696	41,223	1.29%
Hidden	70,100	60,994	-12.99%	\$75.36	\$143.70	90.68%	\$1.08	\$2.36	118.52%	1,568	3,533	125.32%
Hidden	37,322	80,764	116.40%	\$96.28	\$254.91	164.76%	\$2.58	\$3.16	22.48%	11,357	16,697	47.02%
Hidden	129,049	188,856	46.34%	\$1,283.17	\$1,962.05	52.91%	\$9.94	\$10.39	4.53%	29,297	29,877	1.98%
Hidden	99,616	106,580	6.99%	\$236.47	\$256.10	8.30%	\$2.37	\$2.40	1.27%	33,290	29,267	-12.08%
Hidden	174,094	109,795	-36.93%	\$1,195.30	\$1,738.01	45.40%	\$6.87	\$15.83	130.42%	149	213	42.95%
Hidden	10,068	23,458	133.00%	\$98.43	\$429.42	336.27%	\$9.78	\$18.31	87.22%	6,033	7,634	26.54%
Hidden	461,750	542,465	17.48%	\$1,494.54	\$4,447.87	197.61%	\$3.24	\$8.20	153.09%	64,724	80,477	24.34%
Hidden	19,994	35,465	77.38%	\$133.86	\$436.15	225.83%	\$6.70	\$12.30	83.58%	25,192	16,999	-32.52%
Hidden	166,324	460,917	177.12%	\$322.30	\$2,322.19	620.51%	\$1.94	\$5.04	159.79%	38,314	26,151	-31.75%
Hidden	242,017	111,183	-54.06%	\$1,417.90	\$1,352.42	-4.62%	\$5.86	\$12.16	107.51%	30,132	31,234	3.66%
Hidden	722,623	1,695,979	134.70%	\$3,674.52	\$22,121.11	502.01%	\$5.08	\$13.04	156.69%	15,305	16,432	7.36%
Hidden	39,623	68,205	72.13%	\$143.55	\$724.35	404.60%	\$3.62	\$10.62	193.37%	1,486	1,567	5.45%
Hidden	11,367	10,600	-6.75%	\$119.55	\$162.32	35.78%	\$10.52	\$15.31	45.53%	3,330	3,040	-8.71%
Hidden	151,053	56,612	-62.52%	\$1,277.37	\$974.05	-23.75%	\$8.46	\$17.21	103.43%	28,543	29,564	3.58%
Hidden	7,413	8,958	20.84%	\$335.41	\$91.16	-72.82%	\$45.25	\$10.18	-77.50%	26,352	27,809	5.53%
Hidden	57,462	38,894	-32.31%	\$174.25	\$134.34	-22.90%	\$3.03	\$3.45	13.86%	61,285	5,915	-90.35%
Hidden	8,428	6,297	-25.28%	\$105.63	\$140.37	32.89%	\$12.53	\$22.29	77.89%	4,312	7,698	78.53%
		<b>Avg. Improvement</b>	<b>84.83%</b>		<b>Avg. Improvement</b>	<b>258.90%</b>		<b>Avg. Improvement</b>	<b>122.61%</b>		<b>Avg. Improvement</b>	<b>23.86%</b>

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