



eZOIC

GoDownsize.com



"I can just focus on content and traffic now, which I've never really been able to do before Ezoic."

— Morten Storgaard

GO DOWNSIZE

Earning More & Relying Less on Affiliate Deals

Morten Storgaard started in the online marketplace as a co-founder of an e-commerce site and immediately began studying SEO. Storgaard is well-versed in Searchmetrics, Moz, Ahrefs, and multiple other SEO services.

After losing faith running an e-commerce business as a small player, Storgaard began focusing solely on digital publishing. Within the last 7 years, he has started multiple websites. His main website is GoDownsize.com, dedicated to small-space living.

Storgaard monetized his websites solely with affiliate advertisements. However, this proved to be challenging because prices and links constantly needed to be updated or worse, the vendor could pull all of their product or go out of business, so the affiliate offer would no longer exist. To combat this, he attempted to get his foot in multiple parts of the affiliate market, but some of his websites still stopped making money completely.

Chasing after affiliate deals was Storgaard's main source of site monetization until a friend recommended he start using Ezoic. After seeing the numbers and growth his friend's website had generated, Storgaard joined the platform.



**Grew Engaged
Pageviews by 515%**



**Increased Revenue
By 713%**



**Increased New
Visitors by 612%**

Finally Focusing On The Content

Storgaard still uses affiliate deals, but he no longer relies solely on them. When there is a page on his website that would work well for an affiliate ad, he can now control how the ads are positioned on the page so they don't interfere with user experience.

Storgaard continues to learn more about his websites through Ezoic's Big Data Analytics, the sophisticated analytics suite inside of Ezoic that offers insights on how to write more valuable content.

He can use the data about his websites to understand how article length affects user engagement and identify which content has been the most profitable. This allows him to make more informed decisions when he's generating future content.

"I just hired two writers and I spend most of my own time writing. I can now write on topics that are not well addressed and don't have to just go after something I can monetize with affiliate ads," said Storgaard.



"Since using Ezoic, my numbers are four times better than they used to be. I have been able to focus much more on acquiring traffic rather than which articles will generate affiliate sales."

- Morten Storgaard



Increase in EPMV and Revenue for Go Downsize

- In GoDownsize.com's first month with Ezoic, revenue increased by 259%
- The website's engaged pageviews increased by 515% and bounce rate decreased by 13% in its first month
- Since joining Ezoic, Go Downsize's average visit duration has increased by 8% and new user rate has increased by 612%
- Overall, revenue from ads for GoDownsize.com has increased by 713% and EPMV has increased by 22%

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“It doesn't feel like I'm a customer but like a partnership.

The service, support and response time at Ezoic is just absolutely fantastic.”

**- Morten Storgaard, Founder of
GoDownsize.com**



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