



ezoic

CASE STUDY:
EASY RECIPE DEPOT

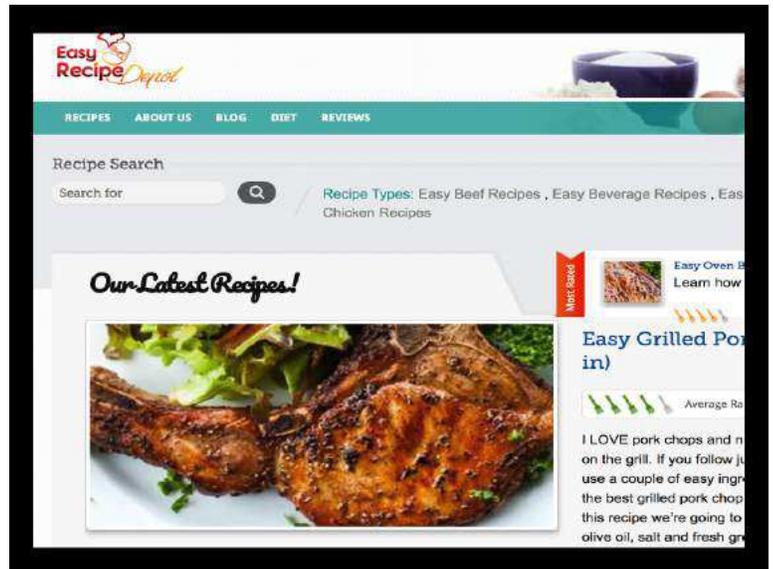
WWW.EZOIC.COM

WHO IS EASY RECIPE DEPOT?

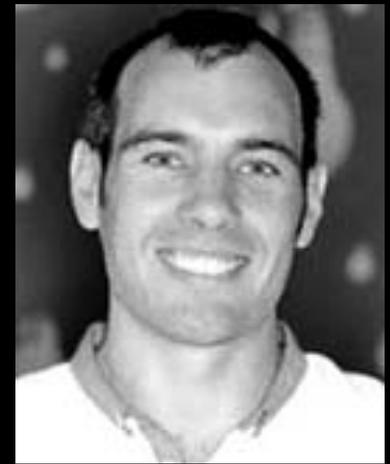
Easyrecipedepot.com was initially created as a solution to the difficulty in finding quick, simple recipes for 1-3 people without clicking through multiple websites. Since then, it has grown to include recipes for drinks, soups, desserts, vegans, and popular diets like Whole30 and Paleo.

In February 2017, yellowHEAD, a marketing solutions company, acquired Easy Recipe Depot. yellowHead has since grown the website through on-page SEO, content updates, and conversion rate optimization (CRO).

However, yellowHEAD was still looking for an easy way to optimize ad placement and revenue beyond just A/B testing, AdSense, and MediaNet. That is when yellowHEAD began using Ezoic.



“EZOIC IS EASY TO WORK WITH, AND THE SUPPORT IS GREAT. WE CAN CONFIDENTLY REFER ANY PUBLISHER TO EZOIC BECAUSE WE HAVE SEEN VERY POSITIVE RESULTS.”



DORON WOLFFBERG
LEAD OF DIGITAL MERGERS & ACQUISITIONS

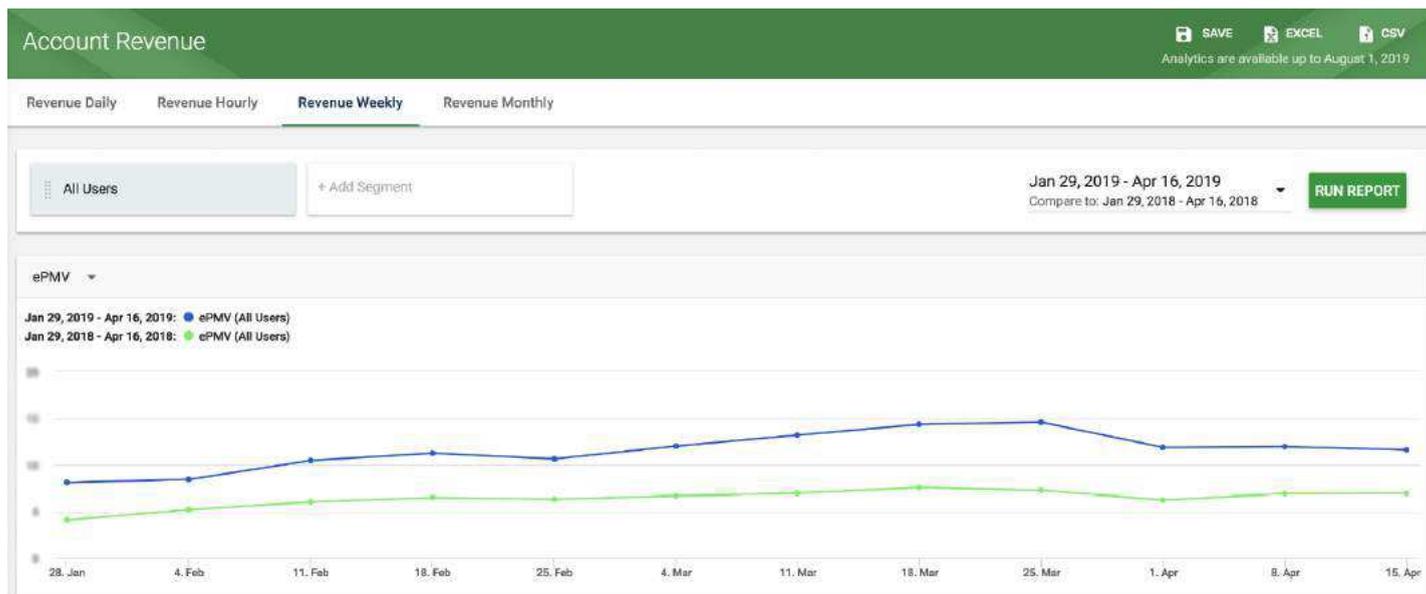
INTEGRATION THROUGH CDN SERVICE, CLOUDFLARE

yellowHEAD integrated Easy Recipe Depot with Ezoic through Cloudflare, the fastest Ezoic integration option, in January 2018.

Through this integration method, Ezoic became the source IP from which Cloudflare pulls the site's content. Ezoic, in turn, pulls easyrecipedepot.com's content from the site's web host through rapid server-to-server connections from data centers around the world.

With Cloudflare integration, none of Easy Recipe Depot's code, CMS, or content was altered. This preserves the site exactly as it is designed while simultaneously utilizing Ezoic's site and revenue optimizations.

INCREASE IN EPMV & PAGEVIEWS PER VISIT



First three months with Ezoic in 2018 compared to the same time period in 2019

- 76% EPMV increase within a year of integration with Ezoic

- 7% increase in engaged pageviews per session

Easyrecipedepot.com experienced significant improvements within days of integration and continues to today.

Within a year of integration, the site's EPMV (earnings per thousand visitors) increased by 76%, meaning each users' visit became increasingly more valuable.

Additionally, optimization through Ezoic increased Easy Recipe Depot's engaged pageviews per visit by 7%, getting visitors to more pages on the site.

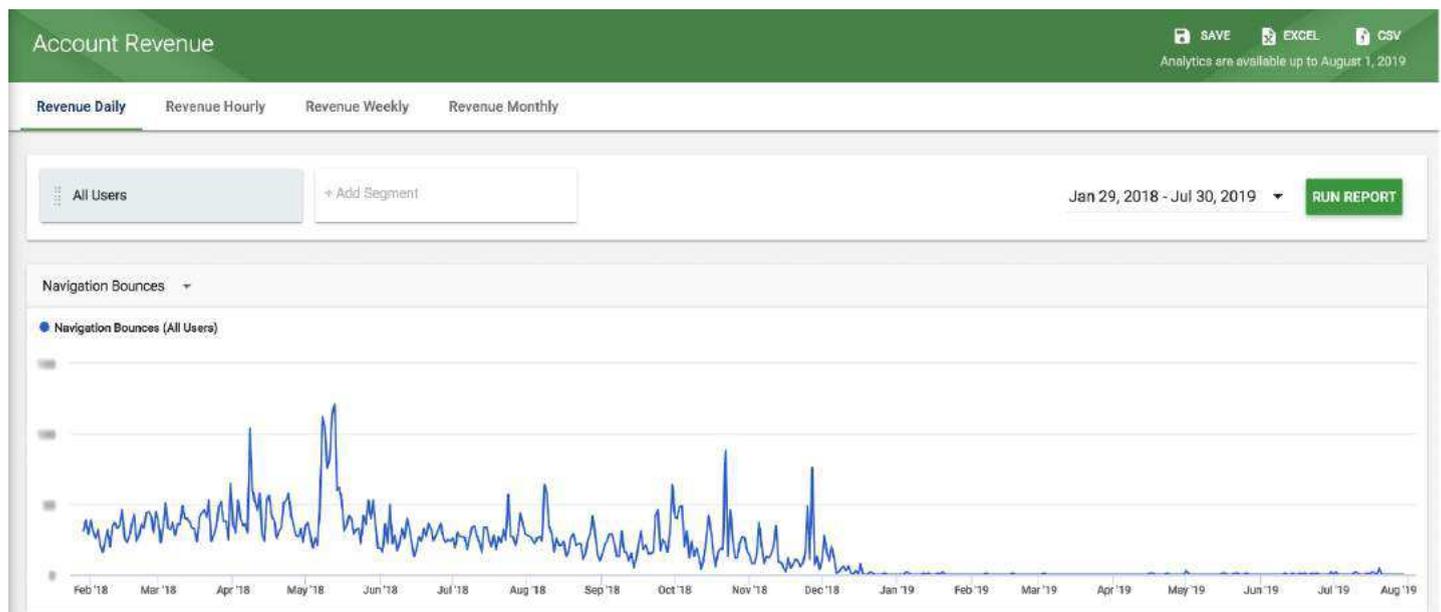
IMPROVED TIME PER VISIT & NAVIGATION BOUNCES

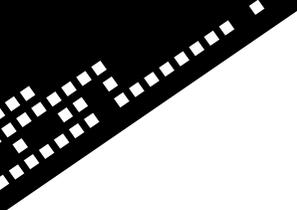
- 27% increase in engaged time per visit within a year
- 100% decrease in navigation bounces

After integrating with Ezoic, Easy Recipe Depot's engaged time per visit rate increased by 27% within the year, thus visitors were viewing more pages on the site and staying engaged with the content more than before.

While EPMV, engaged pageviews per visit, and engaged time per visit increased, navigation bounces decreased by 100% before the end of the year and continues to average at 0%.

Navigation bounces from July 2018 to July 2019





FREEDOM TO FOCUS ON THE FUTURE

As a result of Easy Recipe Depot's successful Ezoic integration results, yellowHEAD has since integrated other websites.

Additionally, UX and revenue optimization through Ezoic has provided yellowHEAD with the bandwidth to grow its portfolio of high-quality content sites while focusing on content marketing, SEO, UX/UI, and CRO.

Ezoic continues to learn more about easyrecipedepot.com's unique users with each visit, serving each user the best possible experience while providing greater profits for yellowHEAD.

“WE WORRY LESS ABOUT ADS, WHICH MEANS WE CAN
FOCUS ON THE FUTURE—GROWING OUR PORTFOLIO
AND CONTENT SITES.”

- DORON WOLFBERG