CASE STUDY: AMAZING ME MOVEMENT
WHO IS AMAZING ME MOVEMENT?

Amazingmemovement.com was initially created as a Feng Shui site, but eventually transitioned to a self-help site. Since then, it has grown to include information on inspiration, relationships, and personal development.

In the time after starting the site in 2015, owner Iva Ursano took courses on SEO and growth strategies.

However, Iva was looking to grow traffic and increase ad revenues beyond what AdSense and Media.net offered. That is when she began using Ezoic.
“EZOIC IS EASY TO WORK WITH, AND THE RESULTS HAVE BEEN AMAZING. THE CUSTOMER SERVICE IS TOP-NOTCH!”

IVA URSANO
OWNER & FOUNDER OF AMAZINGMEMOVTMENT.COM

INTEGRATION THROUGH CDN SERVICE, CLOUDFLARE

Iva integrated Amazingmemovement.com with Ezoic through Cloudflare, the fastest Ezoic integration option, in October of 2018.

Through this integration method, Ezoic became the source IP from which Cloudflare pulls the site’s content. Ezoic, in turn, pulls Amazingmemovement.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 Amazingmemovement.com’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 & SITE REVENUE

Data range from July 2019 through October 2019

- 52% EPMV increase within the first three months after returning to Ezoic
- 39% increase in overall site revenue

In March of 2019, Iva moved Amazingmemovement.com over to Mediavine. After not getting the desired results, Iva switched back to Ezoic in July of 2019. Despite seasonality of ad rates, Amazingmemovement.com’s EPMV still increased by 52%, meaning each user’s visit became increasingly more valuable.

Amazingmemovement.com experienced significant improvements within the first week of re-integration and has continued to increase since.

Additionally, through optimization with Ezoic, Amazingmemovement.com’s overall site revenue increased by 39% within the same timeframe.
IMPROVED ENGAGED TIME PER VISIT & BOUNCE RATE

- 52% decrease in bounce rate within the first two weeks of integration
- 5% increase in average engaged time per visit within the first month

After re-integrating with Ezoic, Amazingmemovement.com’s average engaged time per visit increased by 5% within the first month of re-integration. This means site visitors were increasingly engaging with content for longer on average.

While EPMV, overall site revenue, and engaged time per visit increased, bounce rate decreased by 52% within the first week, thus fewer visitors were bouncing.

_Bounce rate from July 1st to July 14th, 2019_

Amazingmemovement.com’s bounce rate upon integration was 36.77%, and by the end of week two, the bounce rate decreased to 17.51%. This is a 52% decrease in bounce rate in under two weeks.
HOW EZOIC HELPED AMAZINGMEMOVEDMENT.COM

Amazingmemovement.com’s successful Ezoic integration results have allowed Iva to focus more on creating content for her “heart-centered” audience. The increased growth has also given her the bandwidth to launch another site.

What Iva has learned throughout the process of growing Amazingmemovement.com is that trial and error is key, and as a publisher, you can’t always believe every trend others within the space say to do.

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

“EZOIC NEEDS MORE EXPOSURE. PEOPLE THINK THAT MEDIAVINE IS THE BE-ALL-END-ALL OF AD NETWORKS, BUT I LOST SO MUCH MONEY WITH THEM. I WILL CONTINUE TO USE AND RECOMMEND EZOIC”

- IVA URSANO