

## **AdConversion increases your AdSense revenues!**

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- ✓ **Consulting by experienced ex-Google-staff**
- ✓ **No fixed costs: our fee is a share of your revenue increase**
- ✓ **No access to your AdSense account required**
- ✓ **Success guarantee: minimum 5% revenue increase – or we work for free!**
- ✓ **You decide, what you implement**
- ✓ **100% Google policy conforme**
- ✓ **Current client portfolio of >90 million unique users**

# AdSense makes sense for all advertising-driven websites

Display Advertising



AdSense



## 1 AdSense is a Google product

- Context-sensitive Google text ads
- Fully automatised ad serving via Google servers
- Contents are adapted dynamically

## 2 Payment via „Pay-per-Click“

- Advertisers pay google for every click on their ad
- Google serves ads in the slots you have defined
- Google pays you for every click on an ad on your website

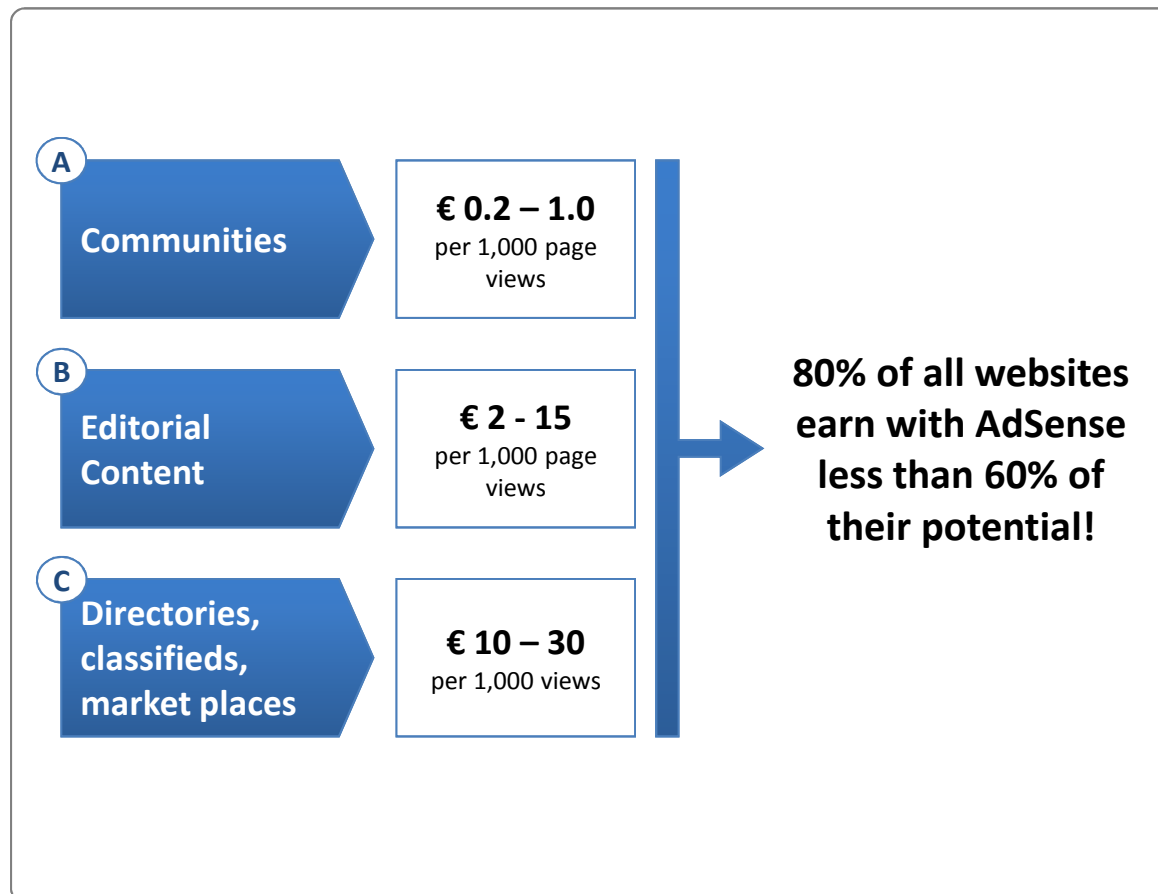
## 3 AdSense generates new revenues

- ✓ AdSense can increase your revenues significantly
- ✓ Potential losses due to cannibalisation of existing revenues are in most cases highly overcompensated by new AdSense revenues.
- ✓ Positive revenue effects can be seen in combination with various business models, e.g. display advertising, CPC-models (product/price comparison, premium fees, market places etc.

Implementation effort:  
in average 1-3 man days

# AdSense generates significant revenues

## Revenue potential by website type (Western Europe Benchmarks)



## eCPM as neutral basis for optimisation

- The eCPM (effective Cost Per Mile) is defined as revenue per 1,000 page views
- AdConversion increases the eCPM and thereby the revenues out of your existing traffic
- eCPM as basis for optimisation allows an exact distinction between growth caused by traffic and growth by optimisation (revenue growth caused by traffic growth is automatically excluded)

**5% increase guaranteed!**  
If we do not increase your AdSense revenues by at least 5% we will work for free!

# In our optimisation projects, we achieve on average 50% revenue increase – without any cost risk for our clients

## Project steps

1. Analysis status quo
2. Optimisation suggestions
3. Review with client
4. Implementation support
5. Ongoing result monitoring

Duration:  
Ø 1-2  
weeks

## Optimisation factors

### Increase of click rate

- Optimisation AdSense Placements
- Optimisation ad layout
- Implementation of special features

### Increase of CPC

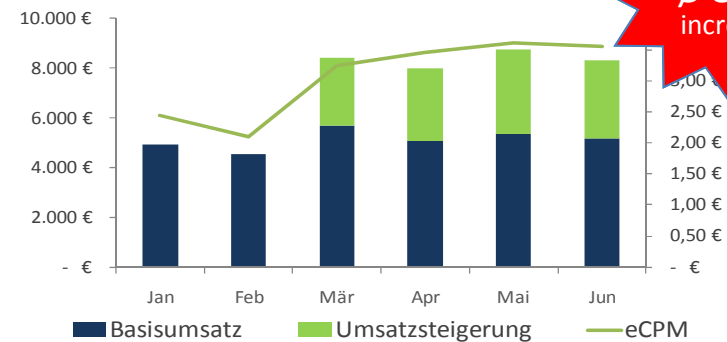
- Placement targeting
- Re-placement of ads with strong CPC
- ...

Effort:  
Ø 1-3  
man days

## Our promises for you

- ✓ Free evaluation of revenue potential
- ✓ No obligations
- ✓ 100% success based fee
- ✓ 5% increase guaranteed!
- ✓ Ex-Google staff

## Revenue development



Result:  
Ø 35%  
increase

# Our fee is only a share of the effective additional revenue. No fixed fee!



## Two service models for you to choose from

Package	One-time optimisation	Continuous support
Initial Optimisation (Short term measures -+ consulting package)	✓	✓
5% increase guarantee (No charge if eCPM is raised min. +5%)	✓	✓
Additional optimisation loops (quarterly check for revenue potential)		✓
Feature-Radar (Automatic information about new features)		✓
technical support (We help you with all AdSense related questions)		✓
<b>AdConversion Fee</b> (Basis: effective monthly revenue increase)	<b>50%</b>	<b>30%</b>
Minimum contract duration (Start: with implementation)	6 months	12 months

## No risk!



# We can offer outstanding expertise



## **Christopher Krischnig**

- Master in Business & Administration
- AdSense & AdWords Account Manager Google Headquarter in Dublin (03/2007 to 08/2010)
- Experience from several hundred optimisation projects in the verticals Classifieds, Jobs, E-Commerce, News and Communities.
- Trainer for new Account Managers, initiation and project lead for innovation projects
- Various internal Google awards , such as Best Partner Manager, Platinum Award, Gold Award, Account Management Award, EMEA Innovation Award.



## **Arne Pokrandt**

- Master in Business Psychology
- AdSense Online Account Manager Google Headquarter in Dublin (07/2008 to 07/2009)
- Experience from several hundred optimisation projects for the biggest German, Austrian and Swiss publishers in the verticals Classifieds, Financials, Gaming, Health and Community.
- Expert for psychology of perception und user behaviour in Online Advertising

**+ additional ex-Google staff**

# AdConversion is consulting more than 100 publishers in 11 countries. With new implementations as well as optimizations.



"We did not believe that we were able to improve our AdSense revenue much, but AdConversion proved us wrong and helped us achieve great results. Thanks to AdConversion we optimized our websites and improved our AdSense revenue significantly."

**CEO International flight comparison website**

"With AdConversion we could increase our AdSense revenues significantly within weeks. It is very valuable to have the support in every detail, even though we have got direct Google support."

CEO, US-based classified website  
**CEO, US classified website**

"One of the most elaborated recommendations, that I have seen from any optimization agencies so far. Respect!"

**Developer, German travel website**

AdConversion provided consulting service that led to almost immediate growth of AdSense revenues by 10-40% per website. Quick professional service that proves, that no matter where the consultants are located, you can feel that they are near your staff and wish to share their know-how."

**Marcin Koziol, Director of Multimedia at Gruner+Jahr Poland Group**

"With the consultancy services of AdConversion, we were able to increase our AdSense revenues by 75% within a very short period of time."

**Product manager, German business directory**

"AdConversion supported me with obtaining and implementing new features. We achieved an immediate increase of more than 50% in revenues plus the layout of our ad implementation is now a lot more attractive."

**CEO, Job portal**

"Already a day after the optimisations we could achieve significant additional revenues. Today we have more AdSense revenues with less AdSense ads."

**Head of Internet, Austrian special interest marketplace**

"AdConversion helped us to achieve a significantly higher revenue level than before. Especially the detailed technical support to obtain and implement additional AdSense features was helpful to us. AdConversion solved critical technical problems during implementation professionally."

**CEO, international tech magazine/blog**

"AdConversion help us raising our AdSense revenues significantly, without disturbing the readability and usability of our pages. They supported us in obtaining and implementing new AdSense functionalities that were very remunerative."

**CEO, international document archive website**

# Contact us for a free evaluation of your website!

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## Contact

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