



CASE STUDY: ORGANIC ADS

howchoo

An independent DIY / How-to media brand

Why Organic?



Improved site speed and SEO performance with lazy-loading capabilities



Performed in-line or better CPM than current vendor across test with programmatic setup



Improved reporting insights and ad management efficiency with web-based tools

“ The Organic team helped us manage a split-test to ensure they were delivering prior to us changing vendors. Incorporating lazy-loading improved our overall site performance metrics and user experience. A great partner, really .. and we are excited to explore all the other tools the team is building. ”



Tyler Jones
Founder @ Howchoo

Challenge

Alleviate reporting, ad configuration, and user experience challenges with current adtech vendor while maintaining or improving current CPM levels

Solution: Organic Ads w/Split Test

- Six-week split test to compare Organic against current vendor
- Implemented lazy-loading to drive improvements to site experience
- Integrated with CMS to improve ad performance reporting insights
- Demand partner (SSP) audit to ensure maximized CPMs/RPMs

Key Results

7.4%

Site-wide RPM Improvement

7%

Flat-Rate Pricing Savings

2.3%

Improvement in Avg. Page Load Speed