



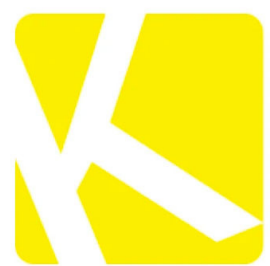
#1 DEAL INFLUENCER USES HEADER BIDDING TO INCREASE AD REVENUE BY 25%

CUSTOMER SUCCESS STORY

CHALLENGES & OPPORTUNITIES

To offer coupons to millions of shoppers with different needs, the site was complex and content-rich. Many sections of the site had their own layout.

The Krazy Coupon Lady wanted a tool that would allow them to optimize revenue from their site. They wanted to be able to closely monitor activity through full transparency.



THE KRAZY COUPON LADY

RESULTS & OUTCOMES

- Header bidding demand fill rate increased by 30%
- Header bidding increased revenue by 25%
- Over a 7-month period, they saw a 41% increase in overall ad revenue
- PubWise Analytics offered full transparency into activity and ad revenue
- Client strategically scaled their account according to their specific business plans

ABOUT THE KRAZY COUPON LADY

Over the years, The Krazy Coupon Lady has shown up a bunch of places, sharing what we know with Today, Good Morning America, CBS' The Early Show, CNBC, Yahoo! Finance, The Doctors, and The View, among others. The Krazy Coupon Lady is a must-have resource for cost conscious, savvy shoppers looking to save on their grocery or retail purchases. Their information-rich site is supported by a strong social presence and engaging mobile app. The Krazy Coupon Lady went from two moms blogging from their home computers to over 80 scrappy, relentless, disruptive people working together to help make their users' lives easier. Their app, with over 50,000 five-star reviews, has a 4.3 star review in the Google Play Store and includes a popular Brags section where shoppers can share their money-saving successes.

To learn more, visit <https://thekrazycouponlady.com/>



LEADING ONLINE PLATFORM TAPS INTO TREMENDOUS VALUE BY MERGING HEADER BIDDING WITH AML

CUSTOMER SUCCESS STORY

ABOUT PUBWISE

PubWise optimizes the digital advertising supply chain ensuring that marketers maximize results and publishers maximize revenue. PubWise is known for its optimization of volatile participants in the advertising chain across thousands of web sites, desktop, mobile and table, with diverse layouts. PubWise is the only technology provider that offers SPOT™. This patent-pending technology is the engine behind the optimization that customers value. SPOT™ ensures that customers' site audience is matched to appropriate demand and the optimal configuration is presented to every single visitor using hyperautomation techniques.



Trusted Member

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