

# GROWING YOUR WEBSITE'S REVENUE WITH MATIOUS

The All-in-One Service Package  
To Boost Your Ad Operations





**WHAT DOES IT  
REALLY TAKE TO  
MAKE MONEY OUT  
OF YOUR WEBSITE ?**

# SO HOW DO WE GET THERE?



WHAT I WANT

VS.

## WHAT IT ACTUALLY TAKES

- 1# Write awful amount of contents
- 2# Improve the SEO Ranking of Your Website
- 3# Optimize your website performance
- 4# Promote your content in other websites
- 5# Optimize your website performance
- 6# Sell your ad space inventory
- 7# Accept sponsored posts and articles
- 8# Generate leads for other companies
- 9# Use monetization widgets
- 10# Set up RSS feed ads

999# OBTAIN WINGS AND FLY



Might get quite

**COMPLEX**

**CONFUSING**

and even

**FRUSTRATING**



**MATIOUS  
DIGITAL  
BRINGS THE  
ULTIMATE  
SOLUTION**



# WEBSITE PERFORMANCE OPTIMIZATION

REVIEW THE  
CURRENT  
STRUCTURE



REDUCE SERVER  
RESPONSE TIME



MINIFY RESOURCES



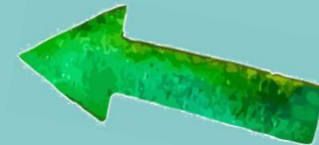
IMPLEMENT LAZY  
LOAD CONTENT



REDUCE LATENCY  
WITH A CONTENT  
DELIVERY  
NETWORK



OPTIMIZE THE WAY  
YOU WRITE CODE



# WEB SITE MONITIZATION AND YIELD MANAGEMENT

INCREASE THE ACTIVE VIEW METRIC

Check this [Link](#) for More information

- REVIEW OF THE CURRENT AD STRUCTURE
- OPTIMIZATION OF THE VIEWABILITY OF YOUR AD PLACEMENTS
- IMPLEMENTATION OF A/B TESTING

ASSESS THE SIZE AND PERFORMANCE OF EACH AD PLACEMENT

USING THE A/B TESTING ALGORITHM, THE BEST REPARTION WILL BE PRODUCED AND THE ROI WILL BE MAXIMIZED



# PRICE FLOOR OPTIMIZATION

## PREBID.JS

1- WE USE THE PREBID.JS WRAPPER TO SET THE FLOOR OF EACH AD NETWORK

2- WE USE HISTORICAL DATA TO PROPOSE AN OPTIMAL FLOOR PRICE

## PATTERN RECOGNITION

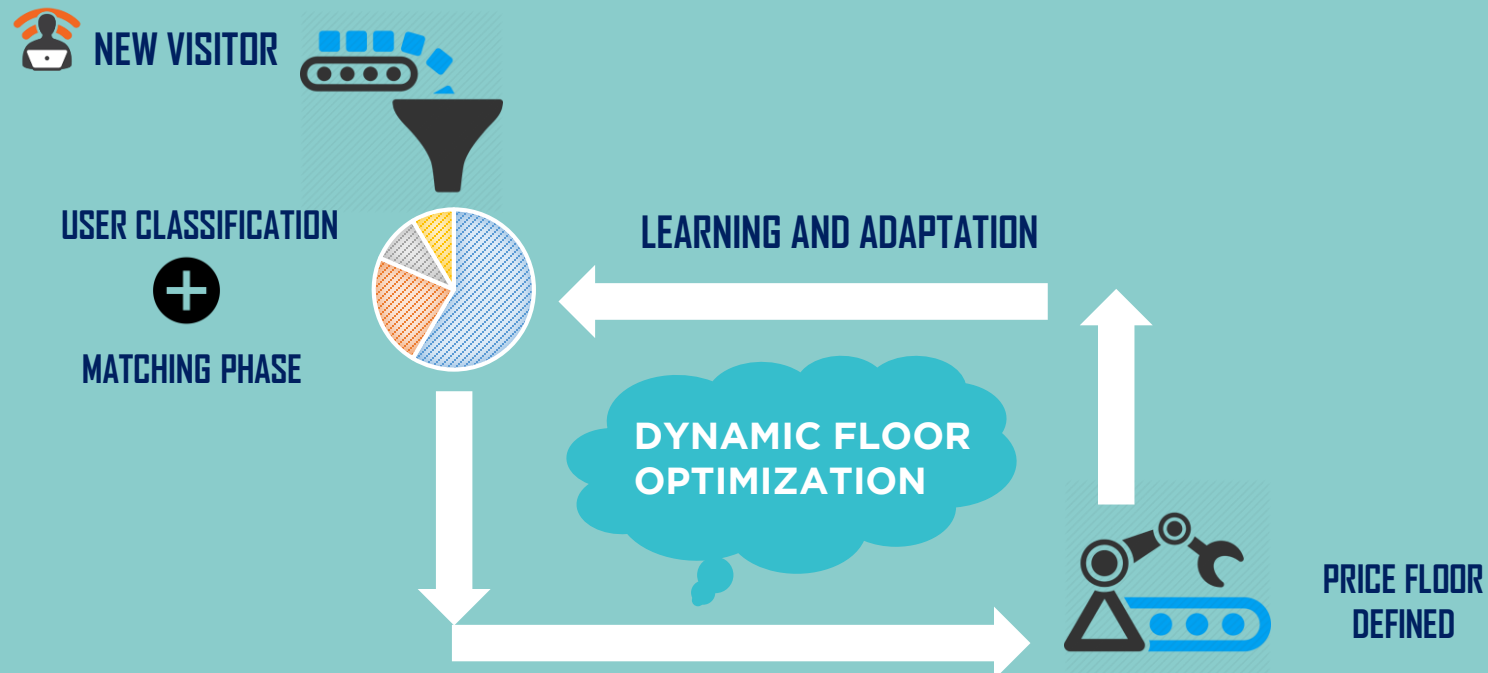
3- WE EXAMINE THE RELATION BETWEEN VISITORS AND AUCTION

4- USING SIMILAR PATTERNS, DIFFERENT CATEGORIES OF VISITORS ARE CREATED

## GROUP MATCHING

5- EACH NEW VISITOR IS CLASSIFIED INTO HIS GROUP, WITH A SPECIFIC PRICE FLOOR

6- BASED ON THE RESULTS, THE GROUPS ARE LIKELY TO BE MODIFIED FOR BETTER RESULTS





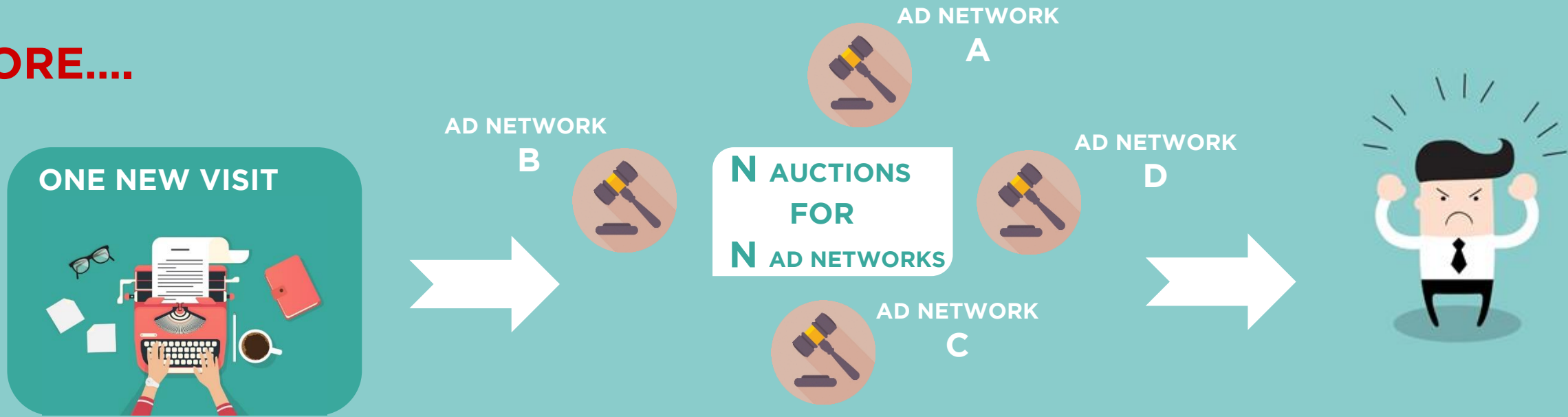
# HEADER BIDDING INTEGRATION

BY IMPLEMENTING HEADER  
BIDDING, YOU CAN OFFER  
INVENTORY TO MULTIPLE AD  
EXCHANGES SIMULTANEOUSLY  
AND DRASTICALLY IMPROVE  
YOUR REVENUES



# SO WHAT IS HEADER BIDDING?

**BEFORE....**



**NOW....**

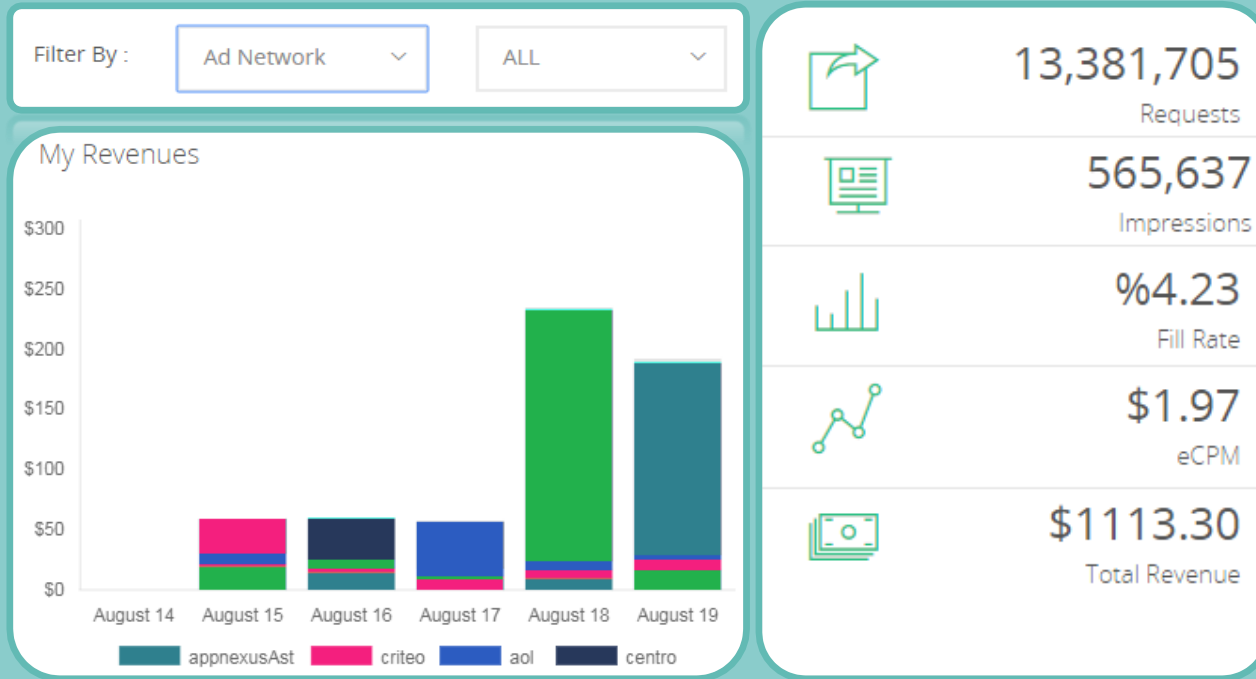


# HEADER BIDDING DASHBOARD CENTER

WE OFFER OUR CLIENTS A SPECIAL **HEADER BIDDING** ANALYTICS SOLUTION THAT HELPS THEM MAKE THE RIGHT DECISIONS AND IMPLEMENT THE BEST MONETIZATION STRATEGY.



# MONITOR, IN REAL TIME, ALL OF YOUR REVENUES GENERATED FROM YOUR HEADER BIDDING PARTNERS



13,381,705 Requests

565,637 Impressions

%4.23 Fill Rate

\$1.97 eCPM

\$1113.30 Total Revenue

Filter By : Bidder Domain Page Ad Placement Ad Size Country Device OS Browser

All Bidders Filter

Bidder	Revenue : Last 24h	eCpm : Last 24h	Total Revenue	Requests	Fill Rate	eCPM
criteo			\$45.39	2,408,104.00	%0.84	\$2.25
centro			\$874.12	1,769,317.00	%19.01	\$2.60
appnexusAst			\$125.39	1,066,842.00	%10.46	\$1.12
aol			\$49.54	1,464,352.00	%2.16	\$1.57

**PLUG ALL YOUR HEADER BIDDING PARTNERS ON DEMAND**



**BREAKDOWN YOUR REPORTS BY MULTIPLE DIMENSIONS**



**OBTAIN ALL YOUR HB REVENUES DATA**



**OBTAIN A DETAILED REPORT WITH MULTIPLE FILTERS**





**OUR HB  
DASHBOARD  
CENTER IS A  
COMPLETE  
SOLUTION THAT  
TELLS YOU  
EVERYTHING YOU  
NEED TO KNOW**



**AND MUCH MORE .....**



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