

A man with dark, wavy hair and a beard is sitting on a dark green leather sofa, working on a silver laptop. He is wearing a dark hoodie and a watch on his left wrist. His hands are clasped near the laptop. On a small, dark wooden table in front of him sits a small potted plant with green, fleshy leaves. The background is a dark blue wall with a decorative, paneled pattern. The lighting is soft and focused on the man and his work area.

Ad revenue optimization for Finance Publishers - Cheat Sheet 2020

Leverage the peak season for higher revenue

It's that time of the year again. Financial planning season is going to kick in and for Finance bloggers and publishers, the run-up begins now.

With readers becoming prudent about post-holiday budgeting and scouring the internet for help on taxes and savings, finance-related advertisers increase their ad spends during this period to remain front-and-center of this audience.

It's time to get cracking.

Get Started



According to eMarketer, the financial services industry is estimated to **spend over \$18 billion on digital ads in 2020**. So publishers have a massive pie to compete for but within a limited time frame.

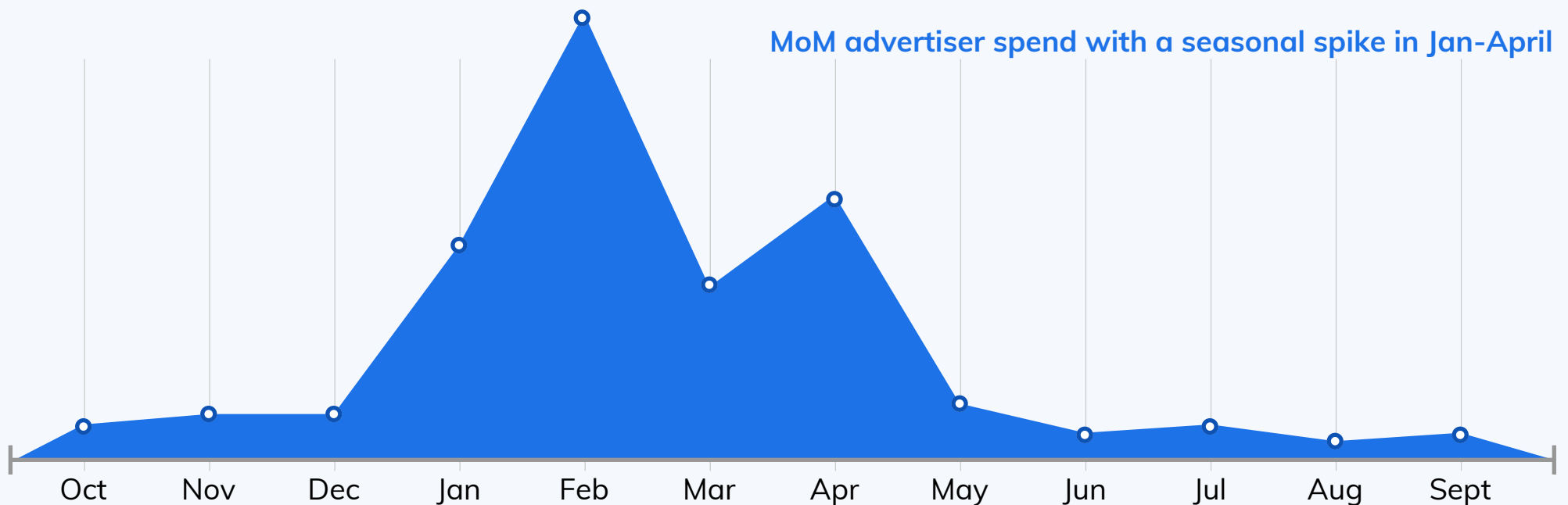
Directly access exclusive finance ad spends

Niche content comes with cyclical growth. For Finance publishers, the months from January to April are the most significant in terms of increase in traffic for their content. This spike in traffic leads to advertisers pumping in premium dollars for high visibility on credible websites. This is exactly where the revenue opportunity lies.

The Media.net Edge

Media.net has direct partnerships with finance vertical advertisers that come with guaranteed million-dollar ad budgets to spend on our publishers' websites during tax season. You can tap into these budgets by partnering with us.

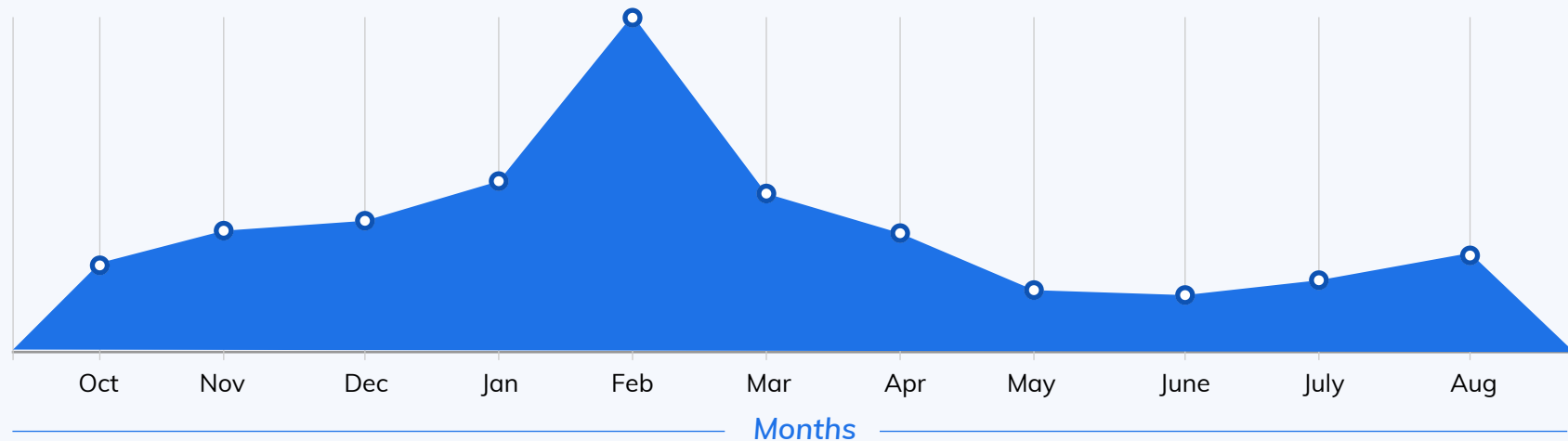
Grow Your Revenue



Rope in high-performing monetization partners

Your monetization strategy is only as good as your ad partner. The kind of demand partnerships your ad network has significantly impacts your revenue. To that end, it's important you choose an ad platform that adds value to your current set-up and offers you high CTRs during your season.

MOM CTR with a seasonal spike in Jan-April



The Media.net Edge

Media.net Finance publishers can expect CTRs that supersede the annual average by a great margin during the months of Jan-April. With Media.net's contextual ads, you can expect **increased CTRs of up to 1.5x-4x** as compared to industry standards.

Increase your CTR

Prepare and leverage your content for the season

If you've been in the content space for a while, you're well aware of the power of historical data. There's no better time than seasonal hikes to dig into your content mix to refresh your top-performing content and create new content that will be sought-after and relevant for your audience in 2020.

Incorporating the right topics on your website ahead of tax season will help you attract more readers resulting in higher revenue opportunities.

The Media.net Edge

Media.net's exclusive demand for the tax season outperforms most of its peers to offer you a revenue hike of up to 2x, especially for select top-performing topics.

Grow Your Revenue

Top-performing topics for finance



Loans



Government Grants



Health Insurance



Credit Cards



Tax Preparation
and Planning



Study Grants
and Scholarships



Stocks & Bonds



Vehicle Insurance



Credit & Lending

Get privacy-conscious to increase revenue

As per eMarketer, 73% of all financial services ad spends in 2020 will be spent on mobile. This means more opportunities to increase revenue through mobile ads.

But with privacy laws becoming more stringent, third-party cookies have crumbled leaving limited ways to target users with relevant ads on mobiles especially. So publishers must find advertising technologies that can render useful ads without disrupting user experiences and privacy.

The Media.net Edge

Media.net's contextual ads do not collect audience data and serve hyper-targeted high-performing contextual ads in cookie-deficient environments like mobile and browsers like Safari.

Increase revenue by 2x





How a finance publisher bumped up his revenue by 20% with Media.net

The Goal

Ryan from Military Wallet wanted to maximize returns during tax season, a time of the year when his traffic almost quadruples - something he hadn't been able to achieve with the different monetization partners he had worked with in the past.

The Impact

- | Military Wallet started attracting lucrative RPMs from when he signed up in October 2018 right through to the tax season in 2019.
- | Enabled a **10% boost to CPM floors** by securing premium ad dollars for The Military Wallet's content

The Strategy

Media.net Account Managers helped Military Wallet understand our demand partnerships in-depth to help Ryan finetune his content strategy and attract premium advertising dollars.

We identified the right ad slots for the exclusive advertising demand only Media.net could get for his content and audience type.

There was continuous testing and optimization of contextual keywords, ad layouts and designs to arrive at a combination that worked to his sites' benefit.

Increase Your Revenue

A Word from TheMilitaryWallet.com

"Working with my account manager and Media.net's team has far exceeded my expectations. They were able to optimize the ads on two of my websites to increase revenue and improve the user-experience. They were also open to testing new ideas and placements, and quick to make changes as needed. Overall, I saw a nice uptick in revenue in the time we have worked together. I look forward to continuing our business relationship and seeing where the next year will take us!"



Ryan Guina

Founder and editor of
The Military Wallet

A photograph of three men laughing heartily in a library or study. The man on the left has a beard and is wearing a grey hoodie. The man in the middle is wearing a brown baseball cap and glasses. The man on the right is wearing a white baseball cap and glasses. They are all leaning forward, looking at something off-camera. In the background, there are bookshelves filled with books and binders. A white text box is overlaid on the bottom half of the image.

Ready to take on the tax season?

Sign up today with Media.net to maximize your monetization.