

AMP CASE STUDY

Protothema.gr used AMP to optimize their website and are experiencing high, steady growth in revenue



Protothema is one of the most premium and established news publishing groups in Greece Athens, Greece • [Linked URL](#)

The challenge

Before AMP, Protothema.gr were optimizing their pages based on mobile first practices taking into account page speed and technical infrastructure, but with results were not as satisfying as expected.

The approach

The team decided to move forwards with the implementation of Accelerated Mobile Pages and although the expectations wasn't as high in the very beginning, as the project was getting more traction the publisher was amazed not only with the results in traffic, but also with the user experience! They found AMP implementation being straightforward, however, they in the beginning of this journey they were concerned about how they could maintain their website's style, image, look and feel.

The results

AMP implementation showed 30% increase in mobile traffic, 90% increase average time on page. Thus said, ad revenues increased as well by 40%!

“ Using AMP, we experienced a significant increase in various KPIs like traffic, page speed loading and ad revenues.”

—Nikos Iliopoulos, Head of Digital, Protothema.gr

30%

Increase in mobile traffic

90%

Increase average time on the page

40%

Increase of ad revenue

GOOGLE AD MANAGER CASE STUDY

Protothema.gr shows Google Ad Manager's strength for monetisation



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The challenge

Protothema.gr mentioned that before Ad Manager their inventory was between hay and grass. It was difficult to make accurate decisions and estimate revenue, CPM, and ad performance.

The approach

They knew very early on that using Google Ad manager would be the best choice for their company, since it possesses all the technological experience that would help the publishing group grow. In terms of implementation, the Head of Digital, mentioned that “it was effortless. We added the relevant script to the site while at the same time we used Ad Manager Tag Generator tool to optimize our mapping and targeting.” In addition, Ad Manager supported them as it has an abundance of relevant resources that they could secure every step they took.

The results

Using Google Ad Manager, Protothema.gr was able to better maximize their revenue based on different channels. In particular, using AD Manager, they were able to increase ad revenues up to 120% and saw their CPM increase up to 60%.

“ Google Ad Manager helped us categorize our inventory into distinct channels making it possible to created targeted ads for targeted audience. Thus increasing revenue and CPM.”

—Nikos Iliopoulos, Head of Digital, Protothema.gr

120%

Increase in ad revenue

60%

Increase in CPM