

Bubbling Up Bollywood With 21M Pageviews and 2X+ Revenue

Bollywood Bubble is a part of Digi Osmosis LLP. It is one of the Leading Bollywood Entertainment News Portal in India.

Current status of www.bollywoodbubble.com on different platforms

1. Website:- BollywoodBubble is the one stop destination for all Bollywood junkies! BollywoodBubble has an unparalleled digital reach across 10 million unique users and records 21 million pages views over its web and mobile platform on a monthly basis which makes it feature among the elite group of top 500 websites, as rated by Alexa. The top-notch content is being curated by group of smart and savvy entertainment writers who are dedicated to serve depths and insights of Bollywood 24*7. BollywoodBubble is going to launch its Hindi website soon, which will make waves in the regional media too.

URL: <http://www.bollywoodtabloid.com>

1. Social Media Presence:- Bollywood Bubble is one of the leading Bollywood Entertainment News Portal in India. We are targeting large base of 100 Million Facebook users across all geographic locations. Bollywood Bubble has built and maintains a strong social media presence and establishes a fan base of over million.

FACEBOOK: www.facebook.com/BollywoodBubble

TWITTER: www.twitter.com/bollywoodbubble

Objective of Choosing CyberMedia

Considering our key question, "Where do we wish to arrive, and how?," we started searching someone to design sophisticated strategic monetization program for Us. We have chosen Cyber Media, an established Google's GCPP partners in India, with an expectation of sustainable, profitable growth results.

CyberMedia's Approach

CyberMedia helps us to grow our AdSense revenue, improve usability of our site, got more traffic and accomplish our every other goals. CyberMedia Optimized our website's ad layout for better ad revenue, without compromising on user experience.

1. Ad Testing & Optimization

A/B testing on ad placements, types, colors and sizes to optimize ad layout for more revenue.

2. User Experience Optimization

Improve Adsense revenues without compromising on the user experience.

3. Tools Measuring User Behavior

CyberMedia continuously measures changing user behaviour patterns with so many tools and optimizes ad layout as per requirement.

4. In-depth Analytics & Reporting

Insights Analysis based on data collected through various reporting tool. All Focused on helping you earn more.

5. Segment and Personalize Ad Layouts

Each user is different. Personalize their ad layouts to see ad revenue & user experience graph touching sky!

6. Fight Banner Blindness

Our optimization strategy continuously improves ad layout to fight banner blindness and ensure revenues look strong!

Result: Adsense Earnings Stats

Before association with CyberMedia

Month	Pageviews	Page CTR	CPC	Page RPM	Estimated Earning
Avg (6 Month)	8,660,290	0.99%	\$0.10	\$0.97	\$8,393.92

After association with CyberMedia

Month	Pageviews	Page CTR	CPC	Page RPM	Estimated Earning
Avg (6 Month)	22,956,881	1.55%	\$0.05	\$0.84	\$19,312.22

Testimonial

Cyber Media has been a very effective monetization partner for our company. They have been with us in our thick and thin with complete commitment. The team and management is very approachable and active in communication for all threats and opportunities.