

Blasting Traffic *Twice Over*, Kicking Up Adsense Revenue By Over *2.5X*

RVCJ Digital Media Pvt. Ltd. is an Internet media company specializing in curated viral content.

Current status of Rajnikantvscidjokes on different platforms

1. Website:- The website <http://www.rajnikantvscidjokes.in> attracts over 20 M visitors per month, which makes it feature among the elite group of top 350 websites, as rated by Alexa. The site traffic is projected to cross 30 M visitors per month in the next couple of quarters.

2. Facebook Page:- The Facebook fan page named 'Rajnikant V/s CID Jokes' is one of the most popular fan pages in India, with over 6.1 million followers – majority among the age group of 15-30. Over the last 4 years, this Facebook page has seen meteoric growth and has emerged as a brand that laid the foundation for their other business ventures.

URL: <https://www.facebook.com/Rajnikant.Vs.CIDJokez>

Objective of Choosing CyberMedia

Having garnered huge pageviews (20M per month) and fan base on Facebook (6.1M + followers), the site was ripe for monetization. The promoters of the site chose CyberMedia, one among Google's GCPP Partners in India, to adopt scientific method to improve monetization and sustain traffic and fan following.

CyberMedia's Approach

1. Changing the sizes of all existing ad units.
2. Changing the placement of all existing ad units.
3. Creation of custom channels of all existing ad units.
4. Optimizing and improving the website layout

Result: Adsense Earnings Stats

Before association with CyberMedia

Month	Pageviews	Page CTR	CPC	Page RPM	Estimated Earning
Avg (6 Month)	6554843	1.19%	\$0.08	\$0.92	\$6,024.28

After association with CyberMedia

Month	Pageviews	Page CTR	CPC	Page RPM	Estimated Earning
Avg (6 Month)	13430907	2.19%	\$0.08	\$1.20	\$16,165.29



Testimonial

“Rajnikant V/s CID Jokes is India’s leading Facebook page in the entertainment category. When we started our website, we didn’t choose any AdSense partner network. After 6 months, we got associated with CyberMedia just to try their services for 2 months. Upon doing that, our monthly AdSense revenue increased by 80% in the very first month with almost similar increase in page views. We never knew that playing with ad placement could help us increase the AdSense revenue by such a huge margin. All thanks to CyberMedia.”

CEO – Kaka Harpreet Singh