



CASE STUDY

StockCharts.com

“ I have no hesitation in characterizing this partnership as a success, and with Freestar’s continued growth, we have no doubt that the positive trends we’ve already seen will continue well into the future.”

Grayson Roze — StockCharts.com

Business Manager

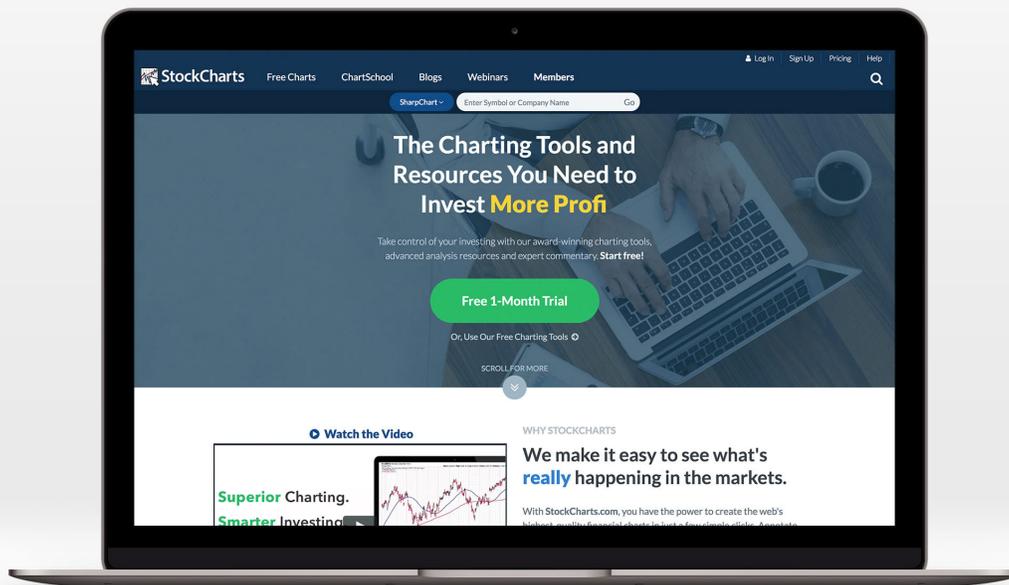


StockCharts.com

About StockCharts

StockCharts is a top destination for individual investors around the world seeking financial analysis tools, market commentary and educational resources specific to the stock market.

Reaching two million extremely loyal unique visitors every month, the site was launched in 1999 to reach higher net worth individuals interested in managing their own money. The site has 18 employees, with an additional contributors throughout North America and Europe.



Previous Approach To Monetization

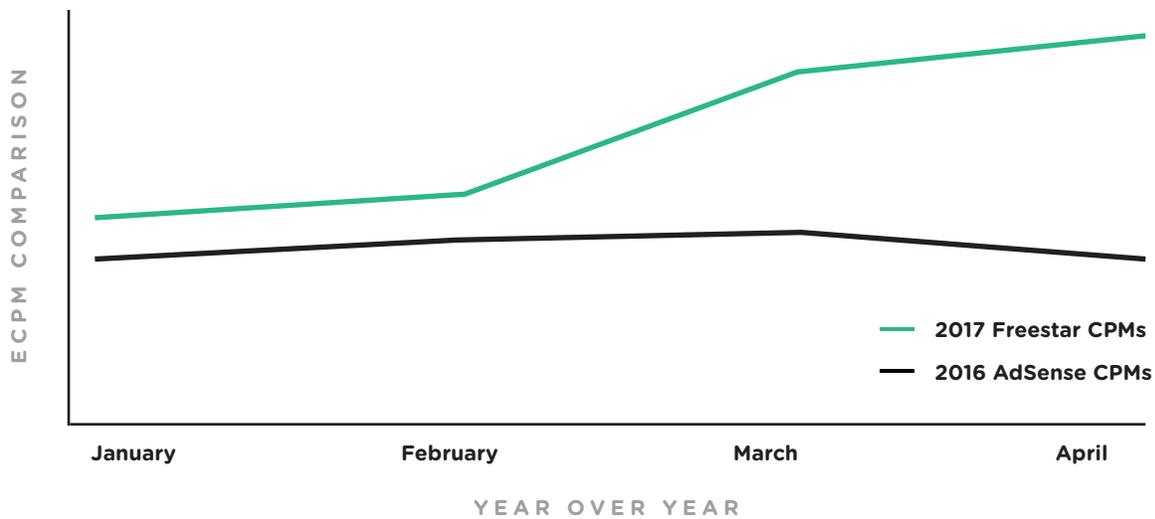
StockCharts was working with only one partner for monetization - Google AdSense. While they were happy with the initial results, they knew this setup was leaving money on the table and left them solely dependent on their relationship with Google for revenue. With CPM growth largely non-existent, and advertiser quality low, they decided it was time to diversify. After investigating other partners, they determined Freestar fit the bill.



StockCharts.com

Freestar's Strategy

Based on the state of their business, we knew we could implement three tactics to increase CPMs and drive quick, sustainable revenue: header bidding, dynamic price floors, and ad refresh.



Implementation

HEADER BIDDING

We set up non-guaranteed auctions using our proprietary header bidding wrapper based on Prebid.js. We saw an immediate uptick and then collected more data over the next 30 days to guide our strategy. We determined which advertisers were buying the most traffic over that time period, and set up PMP deals for them.

CASE STUDY

StockCharts.com

Implementation (Continued)

DYNAMIC PRICE FLOORS

We set a minimum price we'd accept for inventory in a real-time auction - while enabling it to change in real time to reflect actual bid history. Ads are then sold at a price that reflects market rate - which increased StockCharts' CPMs immediately.

AD REFRESH

Due to the nature of the visitors of StockCharts spending more time on site, we determined ad refresh would be a viable opportunity to grow their revenue. We evaluated what content visitors were spending the most time with, and targeted the ads on these "sticky" pages. Ads were refreshed after a number of seconds, with a new ad displayed and a new impression recorded. With this technique, the rest of the page never needs to be refreshed.

CASE STUDY

StockCharts.com

In The Client's Words

February 2017 - our first full month as partners - reflected an **85% increase** in monthly revenue vs. February 2016.



Professional, timely, and reassuring customer service



Quick results. Revenue increased within the first month and that trend continues



The added security of a stable revenue stream is great to have

“ The most important factor in our decision was Freestar’s commitment to our goals and objectives, and their prioritization of StockCharts as a client. We wanted to find a partner that would give our account the attention it deserves and not let our needs slip through the cracks.”