CASE STUDY

Auto ads complement manual ad placements for Shukan Josei PRIME, boosting revenue by 5% without impacting bounce rate

Shukan Josei PRIME is a news website launched in 2015 that attracts approximately 30 million unique users (UU) and 90 million page views (PV) per month as of April 2025. It delivers a wide range of articles, from scoops focusing on entertainment to those covering the Japanese Imperial Family, society, lifestyle, and trends.

The challenge

Despite a well-considered manual ad strategy, Shukan Josei PRIME faced the challenge of efficiently identifying and adapting optimal ad placements across their longer articles and various devices, leading to potentially missed revenue opportunities.

The approach

Shukan Josei PRIME enhanced their manual ad strategy with AdSense Auto ad banner formats. They controlled key placements while Auto ads optimized elsewhere for improved revenue and preserved user experience.
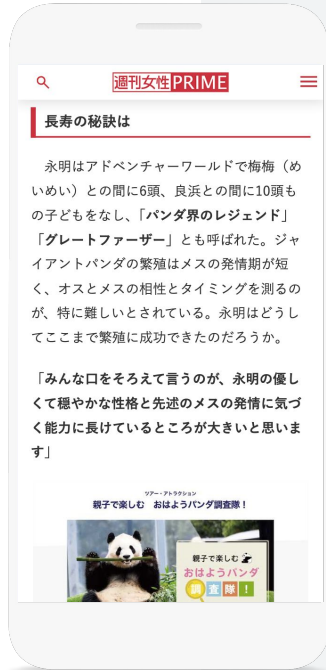
The results

+5%
Ad revenue

No
Added Tech Investment

Stable
Bounce rate

> **While primarily using manual ads, we find AdSense Auto ads particularly helpful for adding relevant ad placements. We also appreciate the feature to visually exclude areas within the UI, without requiring any code.**
>
> — Kohei Hata, SHUFU TO SEIKATSU SHA CO., LTD.

Google AdSense