

CASE STUDY

Auto ads in-page formats bring 20% total ad revenue uplift for HiNative

Lang-8, Inc

Tokyo-based Lang-8, Inc. (founded in 2007) developed HiNative, a global language and cultural exchange platform connecting language learners with native speakers. The rapidly growing platform serves 18 million monthly active users (MAUs) across 232 countries and regions.

The challenge

Facing increased traffic and evolving user needs, the HiNative team sought a scalable and seamless solution to boost their AdSense revenue.

The approach

To streamline ad inventory management and improve in-page ad performance, HiNative enabled Auto ads in-page formats. This AI-powered solution delivered impressive results within three weeks of testing, significantly reducing manual effort.

THE RESULTS

20%

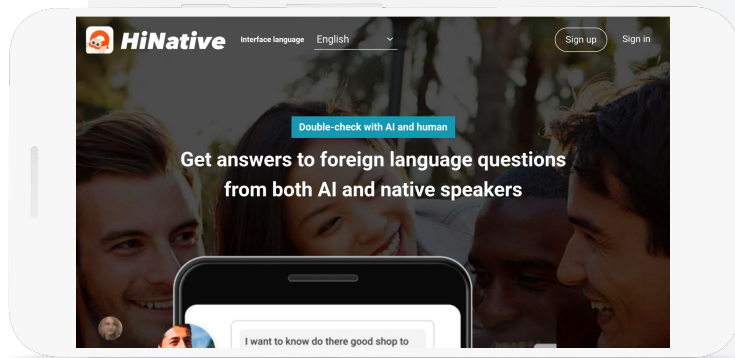
Increase in total
ad revenue

37%

Increase in total
ad impressions

Sustained

User engagement
and retention



“““

We've seen a substantial revenue increase and a significant reduction in manual effort thanks to Auto ads in-page formats, while sustaining user engagement and retention.

— Yangyang Xi, CEO of Lang-8, Inc.