

CASE STUDY

AdSense Offerwall (Beta) drove a 74% revenue uplift for Green Card News while maintaining user experience



Green Card News, operated by Green Card Co., Ltd., is a sports website for amateur soccer across Japan. With 900,000 unique users and 5 million page views per month (as of May 2025), they provide match results quickly and transparently, helping to build and connect amateur sports communities across Japan.

The challenge

With ad revenue in decline due to softened cost-per-click and corresponding market conditions, Green Card struggled to invest in new content and grow their business. Since standard ad optimizations were no longer enough for them, they sought a new solution to expand their monetization options to drive revenue growth.

The approach

Though initially concerned about the impact on user experience, the team piloted Offerwall with AdSense. After a few weeks of testing they implemented rewarded ads powered by Offerwall, which gave their loyal readers the choice to fund content through ads. This change propelled their ad revenue to an all-time high while maintaining key user metrics like bounce rate.

The results

+74%

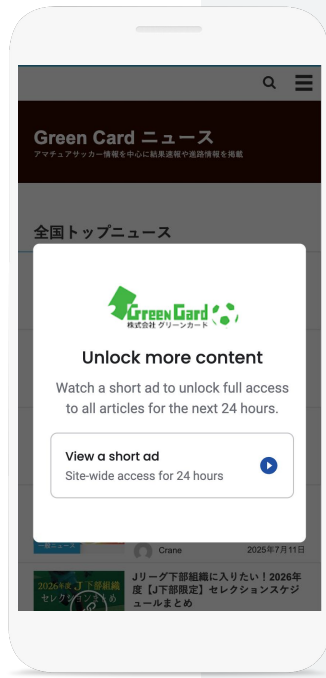
In total ad revenue

2.1x

higher revenue from
ad impressions*

Maintained

Bounce rate and
pageviews per
session



As a lean startup, our resources are precious. Manually optimizing ad placements was a major challenge. AdSense automates this process, giving us true peace of mind. Offerwall and Auto ads have delivered substantial revenue growth without compromising our user experience.

— Hiroki Habu, CEO, Green Card Co., Ltd.