

CASE STUDY

Frequency updates to vignette ads drive 35% revenue uplift for Jetstream



Jetstream (jetstream.blog), independently operated by CEO Jun Ishii since 2011, is a leading Japanese gadget news media outlet. With over 2.45 million monthly pageviews (as of April 2025), the site offers unique perspectives on the latest devices and Google services. Jetstream is also actively expanding globally with an English-language website leveraging the latest technology.

The challenge

As an independent publisher with limited resources, Jetstream relies on AdSense for nearly 90% of its revenue. They looked to optimize their vignette ad frequency settings to increase earnings without adding manual workload or disrupting their loyal user base.

The approach

Vignette frequency lets publishers control the minimum amount of time that must elapse between ads. With just a few clicks, the team updated this minimum interval from ten minutes to one minute. This simple adjustment helped drive their revenue to new highs while maintaining stable user engagement metrics.

The results

+35%

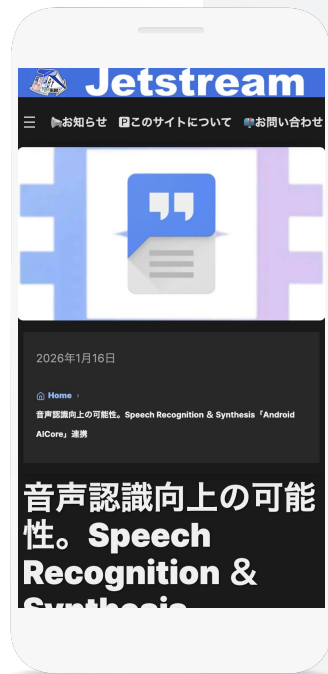
Vignette ad revenue

+6.5%

Total ad revenue

Stable

Bounce rate and pageviews per session



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We have been using Auto ads for a long time. Changing the vignette frequency was effortless – requiring just a few clicks – and it directly boosted our earnings. Best of all, our bounce rate and pageviews stayed stable, giving us the consistent revenue we need to fuel our business.

— Jun Ishii, CEO, Jetstream