

CASE STUDY

1-minute vignette frequency drives 12% increase in revenue for FlipHTML5



Wonder Idea Technology Co. Ltd., headquartered in Hong Kong, is a world-leading digital publishing platform, supporting 1 million+ content creators and 324 content languages.

The challenge

The FlipHTML5 team was looking to grow their AdSense revenue without long and complicated implementation.

The approach

With the help of AdSense Auto optimize, the team uncovered optimization potential in vignette 1-minute ad frequency caps. AI-powered Auto ads and A/B testing led to informed decisions and results.

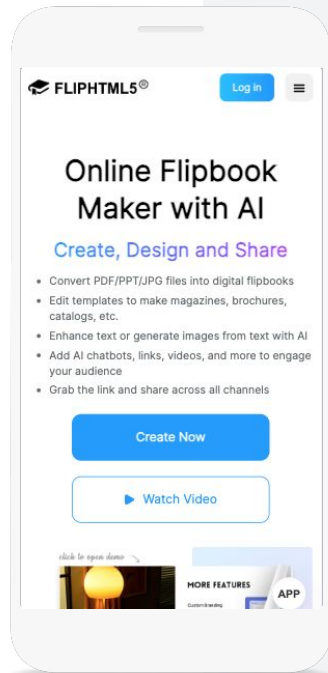
The results

12%

Increase in vignette ads revenue

8.3%

Uplift in Impression RPM



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After just one week of testing a 1-minute ad frequency cap with vignette, we saw a clear positive impact.

Google AI-powered Auto ads and optimization features have been instrumental in maximizing our efficiency and overall business results.

— Glenn Kan, Wonder Idea Technology Co. Ltd.