

CASE STUDY

Jobzz achieves 51% ad revenue uplift with AdSense collapsible anchor ads

Jobzz.net

Jobzz.net is a global job board operated by Jobzz Media Limited. As of May 2025, the platform serves over 500,000 monthly active users across five key markets. The company's mission is to seamlessly connect job seekers with employers worldwide.

The challenge

Having already implemented key AdSense formats like vignette ads and Offerwall, Jobzz sought to unlock new ad revenue streams while maintaining a great user experience.

The approach

Jobzz carefully tested AdSense collapsible anchor ads, using Google Analytics and AdSense reports to validate their impact. The data confirmed a significant revenue uplift without compromising user experience, leading to the format's permanent adoption.

The results

+51%

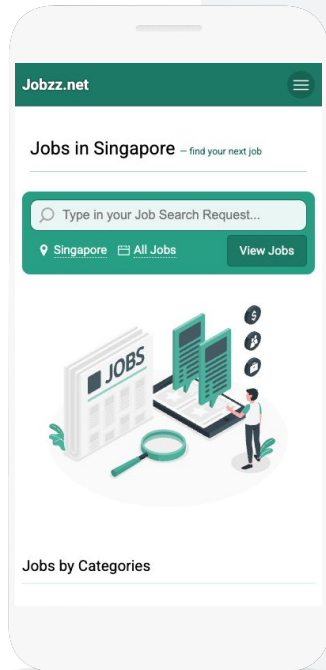
Anchor Ad
revenue

1.6x

Click-through Rate
Uplift

Stable

Bounce Rate
and Pageviews



“““

User experience is always a top priority, so we carefully tested the collapsible anchor ads. The data spoke for itself: we saw a clear uplift in ad revenue while our bounce rates and pageviews were sustained. These results were what we hoped for and we're delighted to keep them active.

— Ivan Lazarev, CEO of
Jobzz Media Limited