



Certified
Publishing Partner

Case study:

Navigaweb.net

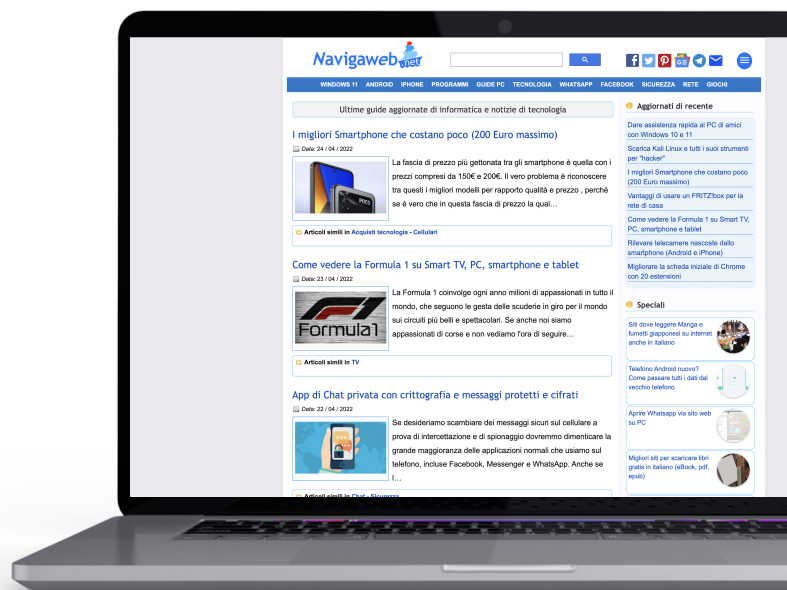
NAVIGAWEB.NET



Navigaweb.net's revenue increases by 400% with Clickio

Navigaweb.net was created in 2008 to bring together the tips, tricks and resources people search for to try and get the most out of the internet. Founder Claudio Pomes had always been an IT enthusiast and began writing a blog on the topic as a natural extension of this hobby.

Over the last few years, the site has grown considerably and is now a major source of information for Italian internet users, with over 2.2 million monthly visitors.



Beneficial collaboration with genuine people

Before joining Clickio in 2016, Claudio had worked with another monetization partner but had become frustrated because of the constant changes they requested to his site and the numerous penalties he seemed to incur. However, he soon found Clickio to be entirely different:



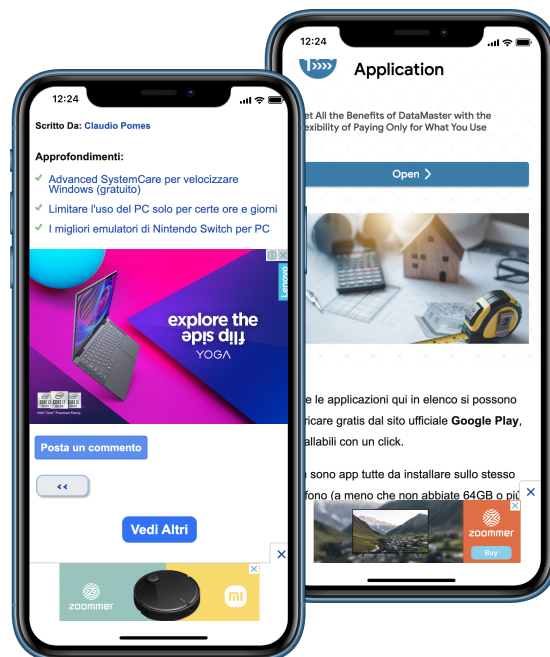
"Starting to work with Clickio was easy and, surprisingly for a mistrustful person like me, it was also easy to maintain a good relationship given the simplicity with which you could (and still can) talk to them without feeling obliged to accept their suggestions."

Claudio Pomes
Founder of Navigaweb.net

Strategic ad positioning and optimization to maximize revenue

After running a few ads initially, Clickio worked with Claudio to find the most appropriate placements for his site.

With the help of Clickio's AI-powered monetization platform, which provides access to multiple premium demand partners and automatically A/B tests different settings, his account manager sent regular proposals to improve the site's ad setup.



By implementing some of these changes, and adding more Clickio ad units over time, Claudio was able to significantly increase both revenue and viewability.

+400%

Increase in Revenue

+70%

Increase in Viewability

"Beyond the economic benefits, which are certainly important, I have always been pleased, with the communication with Clickio's representatives and the speed with which they are able to find solutions to problems."

Claudio Pomes

Founder of Navigaweb.net