

Ancient History Encyclopedia Grows Revenue by 26% with Sovrn's Viewability Solutions

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sovrn



Website
<http://www.ancient.eu/>



Monthly Pageviews
3.6 million



Monthly Ad Impressions
10 million

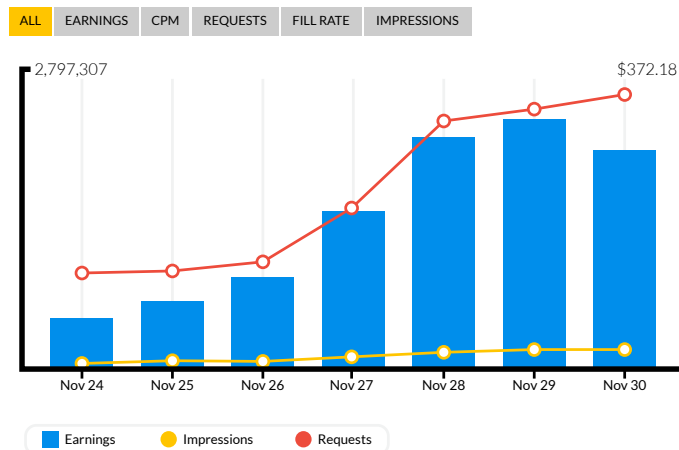
Ancient History Encyclopedia is the world's most-read history encyclopedia.

In November 2016, Jan Van Der Crabben, CEO of Ancient History Encyclopedia partnered with Sovrn and their Viewability Solutions products. "It was frustrating that we got the same revenue per page view for a reader who was engaged with a page for 10 seconds and a reader that was engaged with a page for 2 minutes," explained Van Der Crabben, "I knew we could do better."

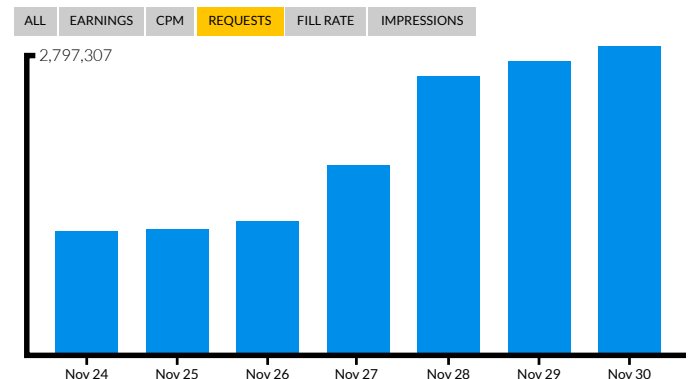
Jan and his team decided to move forward with an implementation of Sovrn VET ads, which generates new viewable ad impressions in existing ad zones. "I was amazed at how fast and easy Sovrn VET ads were to implement."

After just one week, Sovrn's Viewability Solutions increased Ancient History Encyclopedia's programmatic advertising revenue by 26%

Your Metrics



Your Results



Your Results

11,503,121

📈 Nice work - Ad Requests up!



"We've been impressed with Sovrn's commitment to maximising revenue for publishers, regularly reviewing our setup for possible improvements. We were amazed with how quick and meaningful the revenue impact is. It's empowering to be able to monetise our more engaged readers for every page view!"



Jan Van Der Crabben
CEO of Ancient History Encyclopedia

About Sovrn's Viewability Solutions



100% Additive

More ad opportunities per page view resulting in 15-25% incremental revenue per page.



Simple to implement

Customizable cut and paste solution



Immediate demand at high CPM's

Create viewable inventory

Click [here](#) to learn more and interact with Sovrn Viewability Solutions experts

