Case study

Investing in core products

The Verizon Media Product team embarked on a modernization and monetization project for our core Yahoo search products this year, including Search.Yahoo.Com (SYC) and Yahoo Hosted Search (YHS). After experimenting with ~1K ideas, here are some highlights that helped drive up to +20% RPM in some cases.

<table>
<thead>
<tr>
<th>Goal</th>
<th>Solution</th>
<th>Results</th>
</tr>
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<tbody>
<tr>
<td>Present a more modern UI without negatively impacting the user experience or revenue performance.</td>
<td>Launch ~850 UX Experimentation and ~150 Ad Optimization buckets in order to optimize the SERP.</td>
<td>6% of the buckets graduated to production, leading to a more modern experience that drove more revenue.</td>
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Starting from the top, the header has been updated. The gray background has been removed and the search box has been updated with a bright blue and rounded edges. The pivot tabs, such as Images and Videos, have icons next to them to help users more quickly identify what they are looking for. The updated header and footer led to +1% RPM and +1.5% in the Direct Result Rate for some products.

Additionally, simply increasing the overall font size and whitespace of the results helped improve readability and led to +5% RPM and -1% reformulation rate for some SERPs, indicating that users found what they wanted on the first page more often.

“We are continually working to optimize our core Search products, like SYC and YHS. This year, our UX buckets were created to experiment with UX, Search Assist and Technical Infrastructure, while our Ads buckets were used to test user relevance, selection, click prediction, combination optimizations and more.”

— Kin Yu, Senior Director, Product Management, Verizon Media

Source: Verizon Media internal data
Case study

Developing richer experiences

Engaging direct display modules

Enhanced charts and financial metrics are presented in a more quickly digestible format, which reduced short term dwell time by -3% in some instances.

Adding answers to commonly asked questions directly on the page also helped improve the Direct Result Rate by +6.6% on some SERPs.

More digestible news display

Expanding the algo results to allow for a richer experience drove +1 RPM and +1.7% CTR on some modules.

Leveraging Related Searches

When a user clicks back after clicking on an Algo link for a highly monetized query, a new “People also search for” module with related keywords is shown. This led to +1% RPM and -2.6% reformulation rate on some pages.

“

We are always looking for ways to improve these products for Partners. We love when Partners propose recommendations to us too. Keep the ideas coming!”

— Sri Ramadurai, Director, Product Management, Verizon Media

Source: Verizon Media internal data