

AVG Boosts CTR & RPM More Than 20% by Opening Ads and Organic Results in a New Tab



“The partnership between AVG and Yahoo has been extremely positive. Yahoo has provided guidance on optimizations over the course of the agreement, which have helped improve overall deal performance by more than 20%. The team at Yahoo understands AVG’s requirements and we have established a great working relationship. AVG looks forward to continued engagement with Yahoo in search and other areas.”
– Alwin Chan, Senior Director of Strategic Accounts, AVG Technologies

Opportunity to Enhance User Experience & Increase Revenue Opening Ads and Organic Results in a New Browser Tab

AVG is the online security company for devices, data and people with more than 180 million active users worldwide. Supporting popular platforms such as Windows, iOS, and Android, AVG provides a broad portfolio of desktop and mobile products for individuals, families, and small businesses.

AVG’s Safeguard Toolbar leverages Yahoo’s industry leading search technology to deliver relevant results for their customers. To further enhance user experience and encourage retention, AVG worked with their Partner Manager, Abi Fagiri, to launch sponsored and organic listings opening in a new browser tab on PC. Opening ads and organic listings in a new tab allows the user to keep their original search window visible while browsing online, easily navigating back to it as needed.

Opening results in the same tab can cause back-button fatigue for users. By opening results in a new tab, AVG’s users can easily navigate back to their site, also avoiding excessive back-button pressing or long page load times.

Since launching ads and organic listings opening in a new browser tab AVG has seen a **20%+ CTR lift** and **25%+ RPM lift** driven by increased searches.

Opportunity

- AVG is the online security company providing leading desktop and mobile software and services to secure devices, data and people through Windows®, iOS® and Android™ platforms.
- AVG wanted to enhance their user experience among individuals, families and small businesses while increasing user retention.

Solution

- AVG worked closely with Yahoo™ to launch sponsored and organic results opening in a new browser tab on PC.
- Opening ads and organic listings in a new tab allows the user to keep their original search window visible while browsing online, easily navigating back to it as needed, also avoiding excessive back-button pressing or long page load times.

Results

- Increased click-through rate by 20%+
- Increased RPM by 25%+

Opening Ads & Organic Listings in a New Browser Tab

