

Xerocole Boosts CTR & RPM By Over 10% with Sitelink Extensions



"Yahoo Sitelinks has increased the CTR for Xerocole between 5-10%, depending on the property. Sitelinks has improved our user experience significantly with little development required by our engineers. We are very excited about Yahoo's continued Search innovation and the revenue improvements they provide. Their renewed focus on partner success is tangible with improved revenues." -Frank Bergen, CEO, Xerocole

Opportunity to Increase Revenue & Enhance User Experience with Sitelink Extensions for Search Ads

Xerocole provides intelligent DNS solutions to clients representing over 40 million broadband and wireless subscribers around the world. They not only provide the fastest, most reliable DNS platform for broadband service providers that is fully programmable, but for value added services that deliver a better user experience while respecting subscribers' preferences. Xerocole provides solutions for internet service providers to enhance their subscribers' quality of experience while directly driving additional revenues for their clients.

Xerocole previously worked with Yahoo to launch Sponsored Search features such as Favicons, Official Site Badge and Stem Bolding that increased CTR and RPM, so when Xerocole wanted to increase search ad revenue while enhancing user experience across their DNS platform they worked with their Partner Manager to pilot Sitelink Extensions. Sitelink Extensions are up to six additional links within a search ad, giving advertisers the chance to take users deeper into their site to more specific pages, right from the search ad, while increasing user engagement.

Since launching Sitelink Extensions Xerocole has seen an **increase in the click-through rate** on search ads that incorporate Sitelinks by **5-10%** and a **12% RPM lift**.

Previous: Search Ads Without Sitelink Extensions

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Opportunity

- Xerocole provides intelligent DNS solutions for internet service providers to enhance their subscribers' quality of experience while directly driving additional revenues for their clients.

Solution

- Xerocole worked closely with Yahoo to increase monetization of their sponsored search ads by launching Sitelink Extensions.
- Sitelinks are up to six additional links within a search ad that direct users to more specific pages deeper within the advertisers site, increasing user engagement.

Results

- Increased click-through rate by 5-10%
- Increased RPM by 12%

Now: Search Ads With Sitelink Extensions

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