

Yahoo Shopping Improves Ad Monetization & User Experience With Improved UI



"Yahoo Shopping worked closely with our Partner Manager to increase search revenue while enhancing user experience across our site with new sponsored search features."

- Yahoo Shopping Product Manager

Opportunity to Improve Monetization & User Experience with Improved UI on Yahoo Shopping

For all things shopping, patrons turn to Yahoo Shopping to find the best deals on all their desired products. Yahoo Shopping is one of the largest comparison shopping engines that allows its users to access thousands of merchants and products to compare prices, read reviews, and find merchant ratings. Comparison shoppers can easily search products best suited for them by using filtering tools and price ranges that deliver relevant and compelling content.

Yahoo Shopping wanted to grow their sponsored search revenue while enhancing user experience across their site. They worked with their Partner Manager to test UI and sponsored search features that included Favicons, ad shading, increased ad spacing, underlining text on hover and changed ad layout from two lines to three lines.

Tests concluded that increased ad spacing, three line ad layout and underlining ad text when hovered over increased monetization of sponsored search ads while improving user experience. As a result, Yahoo Shopping has increased RPM by 28% and increased click-through rate by 28%.

Opportunity

- Yahoo Shopping, one of the largest comparison shopping engines, allows users to compare products and prices, read reviews and find merchant ratings. They wanted to increase monetization while improving UX of their current search ads by optimizing the ad layout and sponsored search features.

Solution

- Yahoo Shopping worked closely with their Partner Manager, Luke Salmon, to increase monetization of their sponsored search ads by testing UI and sponsored search features that included Favicons, ad shading, increased ad spacing, underlining text on hover and changing the ad layout from two lines to three lines.

Results

- Increased click-through rate by 28%
- Increased RPM by 28%
- Optimal search ad layout includes increased ad spacing, underlining text when hovered over and three-line ad layout.

Optimized Search Ads and UI on Yahoo Shopping

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