BLUEMOON

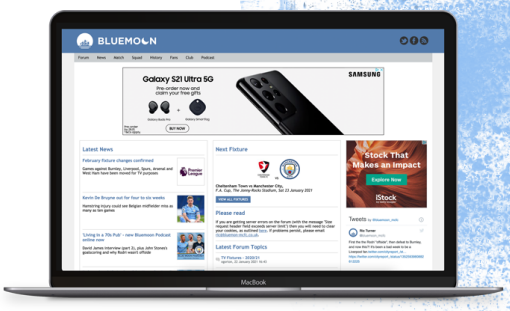
BLUEMOON

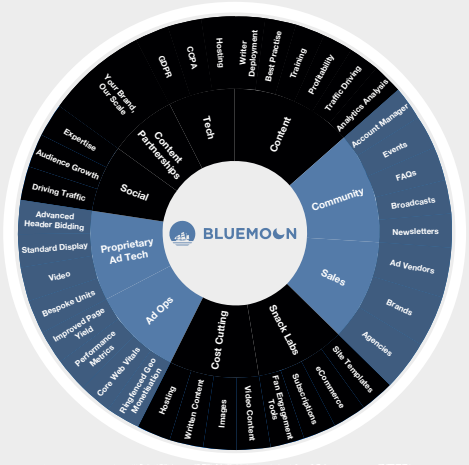
SNACK MEDIA
MAKE CONTENT COUNT.

BlueMoon-MCFC.co.uk is the largest Manchester City forum, with almost 11m monthly page views, 950k unique users and still growing. The site also features podcasts and articles and is independently run by one loyal MCFC fan.

THE CHALLENGE:

- The site had a modest advertising set-up with minimal vendors bidding for ad space meaning reduced competition for ad inventory.
- Ad inventory was below industry standards across key metrics such as ad viewability which resulted in lower CPMs.
- Consequently, the site was struggling to generate any significant revenue, despite their strong traffic.



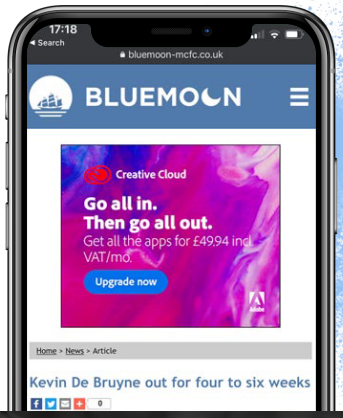


THE SOLUTION:

- We introduced our sophisticated header bidding stack which helped to increase competition and drive up CPMs.
- Our Ad Operations team worked to increase ad viewability whilst also ensuring that this didn't compromise the site's strong user experience.
- We implemented additional high-performance ads including a pre-roll video unit that comes with built-in MCFC content.

THE RESULTS:

- Increased number of vendors bidding for ad space on the site in a real-time auction which significantly improved advertising revenues.
- We continue to target the three key areas; traffic growth, user engagement and ad revenue and we are still seeing improvements year on year.
- In 2020 the site saw an 8% increase in traffic despite interruptions to the football calendar.



"SNACK MEDIA BECAME OUR EXCLUSIVE ADVERTISING PARTNER IN 2016, AND WE'VE BEEN INCREDIBLY PLEASED WITH HOW THEY HAVE HANDLED OUR ACCOUNT OVER THE LAST FIVE YEARS. REVENUE HAS INCREASED SIGNIFICANTLY IN THAT PERIOD, AND THE TECHNICAL TEAM IS ALWAYS ON HAND TO DEAL WITH ANY ISSUES."

Ric Turner, **Forum Owner**

To realise the value of your inventory, contact JamesM@Snack-Media.com