



**INQUISITR**  
NEWS WORTH SHARING

**CASE STUDY**

# Inquisitr.com consolidates ad operations with AdApex and sees a direct increase in revenue as a result.

## Situation

Two years ago, Dominick Miserandino became CEO of Inquisitr, a US news site that focuses on lifestyle stories. Immediately he realized the ad operations structure and minimalistic technology caused issues with revenue and needed to be changed.

"I realized we needed a structure and a fixed workflow [with ad ops]," said Dominick. "The previous management tried various people running it... If you have multiple parties involved with ads, there's no one, coordinated structure."

Inquisitr needed a single, consolidated source to manage ad operations that would enable them to look at their site as a whole. They also needed to ensure that advertisers paid for the space they occupied and that space was being maximized. This would allow Inquisitr to increase their revenues per pixel and move toward the ultimate goal of maximizing revenues per session.

## Solution

Inquisitr partnered with AdApex for turnkey ad operations and a programmatic technology facelift. First and foremost, working hand in hand with Dominick, AdApex systematically enhanced or changed the programmatic ad stack. They also advised and developed additional technology to maximize some of the unique aspects of Inquisitr and helped Dominick implement his streamlined processes.

In fact, AdApex has become such an integral partner with Inquisitr that Dominick refers to Debra from AdApex as his Director of Ad Operations. "AdApex is officially an outside vendor, but we do not operate as such," said Dominick. "Debra and her team are their own division on the pyramid in terms of our workflow".

Now that the previous ad revenue issues have been resolved, the ad operations team's focus is on growth.

"[With AdApex] in place, everything else is easier," said Dominick. "It allows me to have my team do what they need to do, and I can do what I need to do."

### ADAPEX OFFERS:



**Monetization Strategy & Planning**



**Proprietary Performance & Analytics Tools**



**Custom Header Bidder Implementation**



**Premium Google AdX Marketplace**



**Full Stack ad Management**



**Quality Control & Policy**



**The best things are the ones that work, and you don't even notice**

"That is what AdApex and their tech allows— I don't have to think about it.

All of the products connect and integrate, it becomes rather seamless."



**Dominick Miserandino**

CEO, Inquisitr.com



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## Results + Benefits

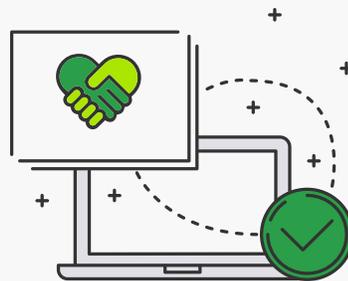


### CONSIDERABLE INCREASE OF AD REVENUE

In the first year of the partnership, with a consolidated approach and a focus on the whole, Inquisitr saw a nearly 200% increase in revenues per session. Since then, revenues per session have been pacing at double-digit growth year on year. In addition, Dominick has been able to reduce his operating costs by more than 30%.

### HIGHLY VALUED PARTNERSHIP

"AdApex is not on board simply to do this task and go away—AdApex is a part of this team," said Dominick.



### PEACE OF MIND AND A FOCUS ON GROWTH

"[Inquisitr's partnership with AdApex] allows me to do my job, go to the conference, have the meeting, shake the right hand, and get the next deal in place," Dominick said.



### Ad stacks across sites usually have the usual suspects

"Key to getting the most of the stack is using top tech to make the engine run better. And is their tech good? Yes. And even more key and different about our partnership is that we're both striving to work together on this and we're both constantly improving."



**Dominick Miserandino**

CEO, Inquisitr.com

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