

How the TechFresh network virtually doubled its revenue over night!

“...the results made us jump out of our seats”

techfresh.net
gadgets and toys clean and simple

peepculture.com
online magazine

kicksaholic.com
sneaker haven for sneaker junkies

soleredemption.com
saviors of sneaker culture

About the TechFresh.network:

The best word to describe the TechFresh Network's flourishing array of sites comes straight from it's moniker -- "Fresh". With sites covering the hottest new gadgets, sneakers, and generally "cool" stuff, its no wonder that this network is blowing up!

The TechFresh Network's flagship site, www.TechFresh.net, owned by Jerm, has a tag-line which reads "Gadgets and Toys Plain and Simple". This slogan does them justice, as the site does a fantastic job of scooping up the latest news on every tech-lover's favorite products. While TechFresh.net keeps the gadget-fiends at bay, two other sites -- www.soleredemption.com and www.kicksaholic.com -- will whet the appetite of every shoe and sneaker fashionista alike. To round out the network, www.PeepCulture.com combines the best of fashion, technology, and generally "cool stuff" into an all-in-one online magazine which will appeal to just about anyone with any interest in, well... anything.

Pointing out the problem:

Needless to say, with such a diverse group of sites, the TechFresh Network had a somewhat daunting task in front of them; namely, *How to optimize their advertising to maximize their revenue across their array of websites*. According to Jerm, "We simply threw the code in and waited."

Solutions:

Jerm contacted Ryan Travis of Chitika Client Services, who helped him remodel his blogs. "I guided him with advice, from choosing the right keywords down to the ad placements, etc." says Ryan. "We were still skeptical but since AdSense was declining for us we thought it was worth a try," says Jerm. "I was able to work with the TechFresh Network on a site-by-site basis custom-tailoring ads to meet the individual sites' needs. Some vital optimizations were made in the areas of placement, targeting, and unit types/sizes." says Ryan.

RPU to the Rescue:

For maximum results, the new Related Product Unit (RPU) turned out to be the key to his success! "The RPU was ideal for a site like TechFresh.net because his articles center on consumer-electronics products; the RPU gave it a simple, sleek product link structure" explains Ryan.

"It didn't take too long (1-2 days) before the results made us jump out of our seats." says Jerm. He also adds, "the optimization that Ryan helped us do virtually doubled our revenue over night!

We wondered where this guy had been. LOL." Thank you Ryan, and thanks Chitika! :)

TechFresh.network highlights:

JErms success started with contacting Chitika for help. This is something we are big on here at Chitika. Right now you can receive expert optimization for your blogs/sites by joining the discussion on our forum, Chitika [SPHERE](#).

Key changes: Changes from keywords to ad placement, was what the TechFresh.network needed. It might sound obvious, but ad placement goes a long way in boosting your revenue! The key to JErms success rested on the simple [RPU](#) design.

About Chitika:

[Chitika](#) gives bloggers/website owners many different services tailored to meet an array of website needs all focused on one main goal: monetization solutions. Each service is individually unique, interactive and CPC-based. With these you can offer a product image interactive [eMiniMalls](#), a personalized [ShopLine](#) store; featured right on your website, a [ShopCloud\\$](#) which is tag cloud mirrored but with CPC revenue, or the extremely effective, non-intrusive textual advertising [RPU](#) unit. **Our mission: Blog\$**