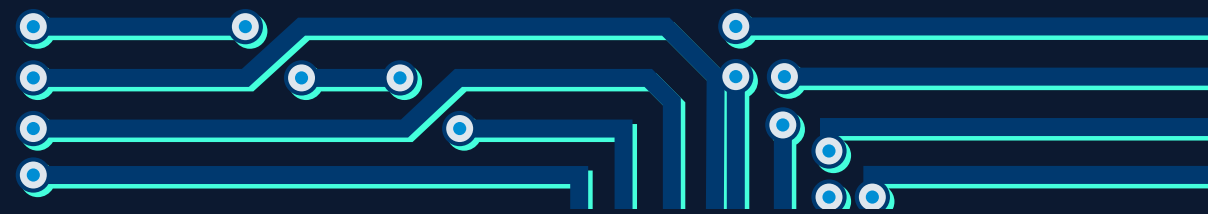
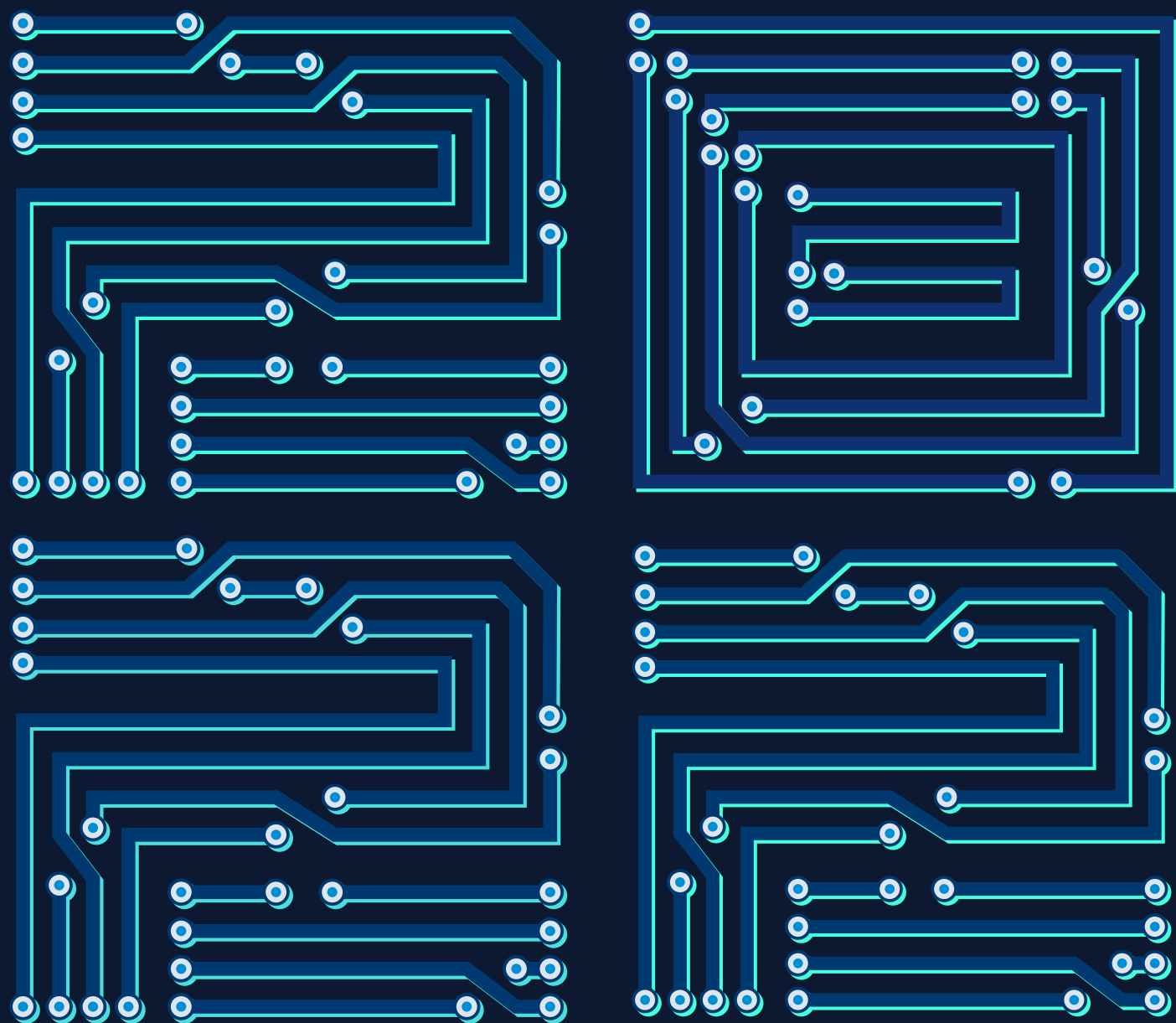


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NICHE SITES DATA REPORT



50,000+ SITES

DATA ON

NICHE AVG. REVENUES

TOP EARNINGS NICHES

AVG. NICHE DEVIATION

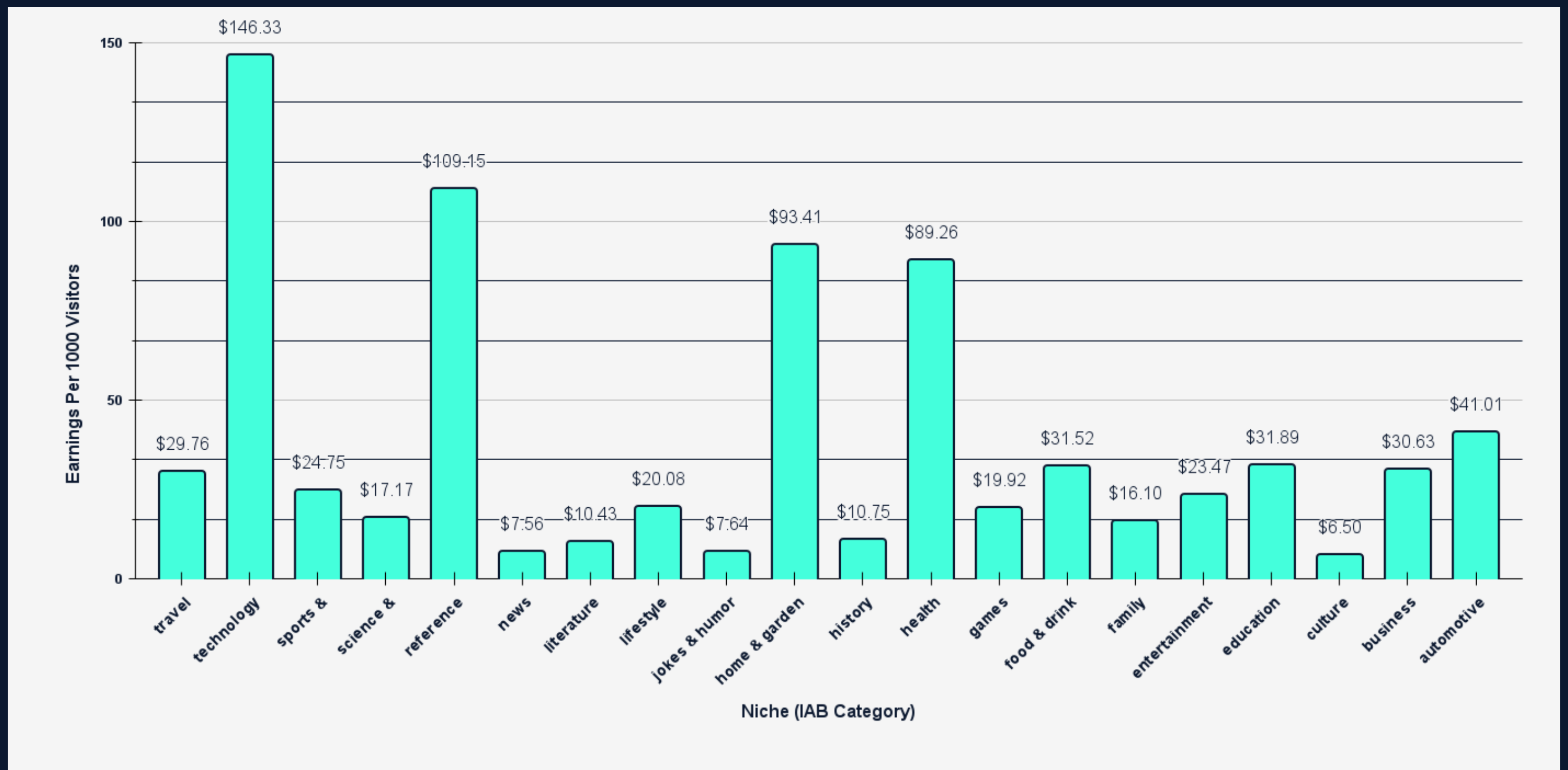
TOP NICHE SITES

PER VISIT EARNINGS

AND MORE



Earnings Per 1000 Visitors for Sites In The Top 5% of Niche

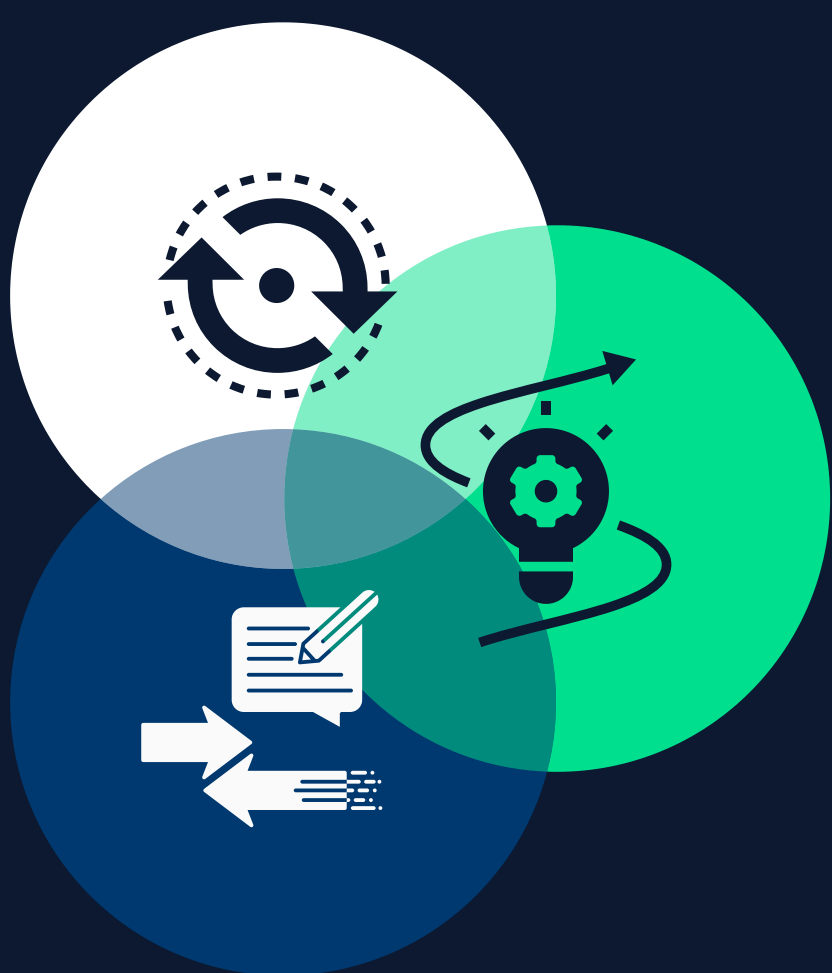


3 shared traits

emerge among the top earning sites in each niche... **Consistency, Innovation, and Agility**

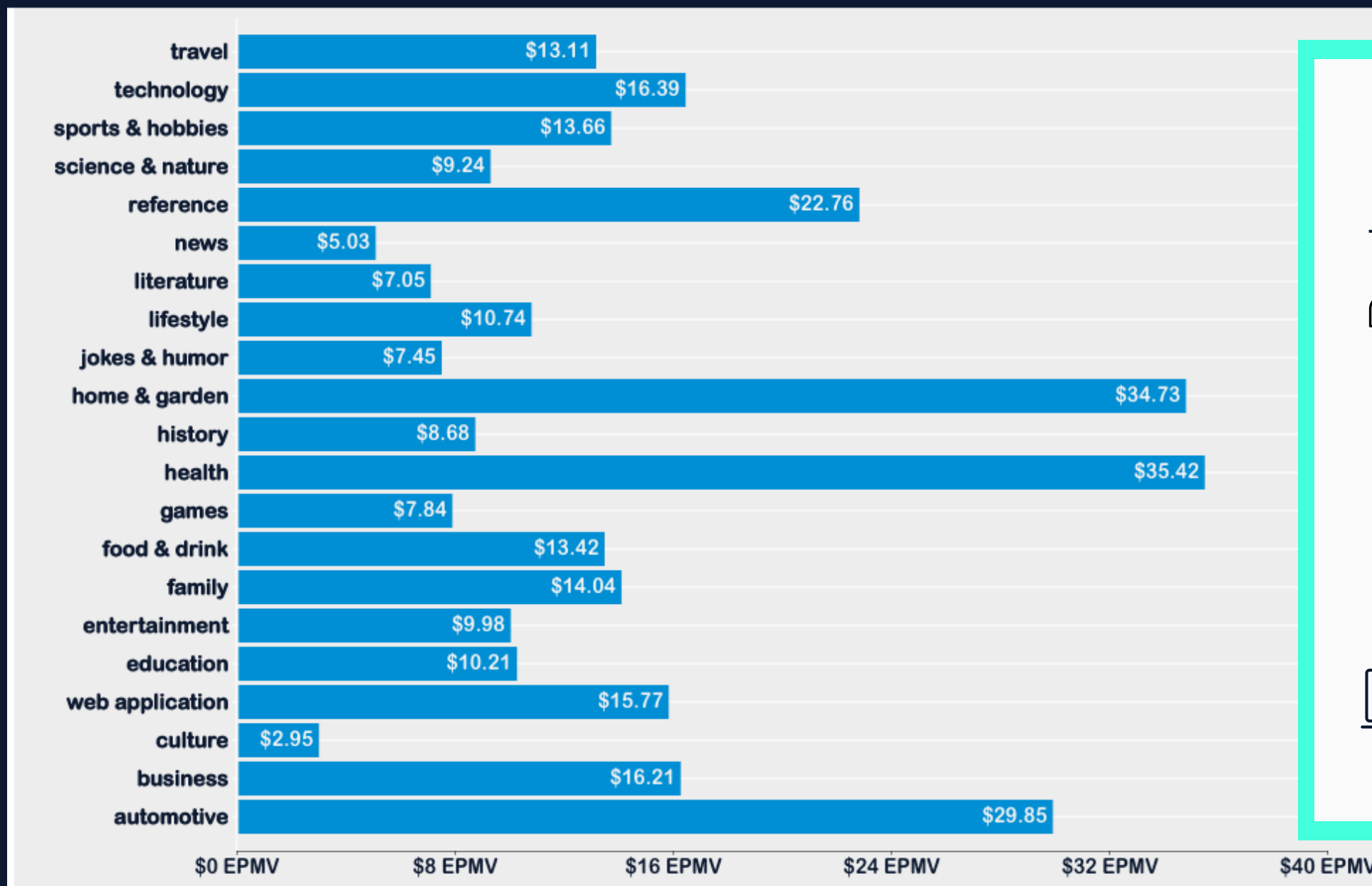
This report collected verified data from 50,000+ websites of every shape and size and used the IAB industry standard categories to organize them by niche and evaluate their performance.

The top 5% of sites were an average of 8.4 years old, leveraged emerging marketing channels and forms of media, and demonstrate the ability to adapt to change.





Avg. Site Earnings Per 1000 Visitors By Niche

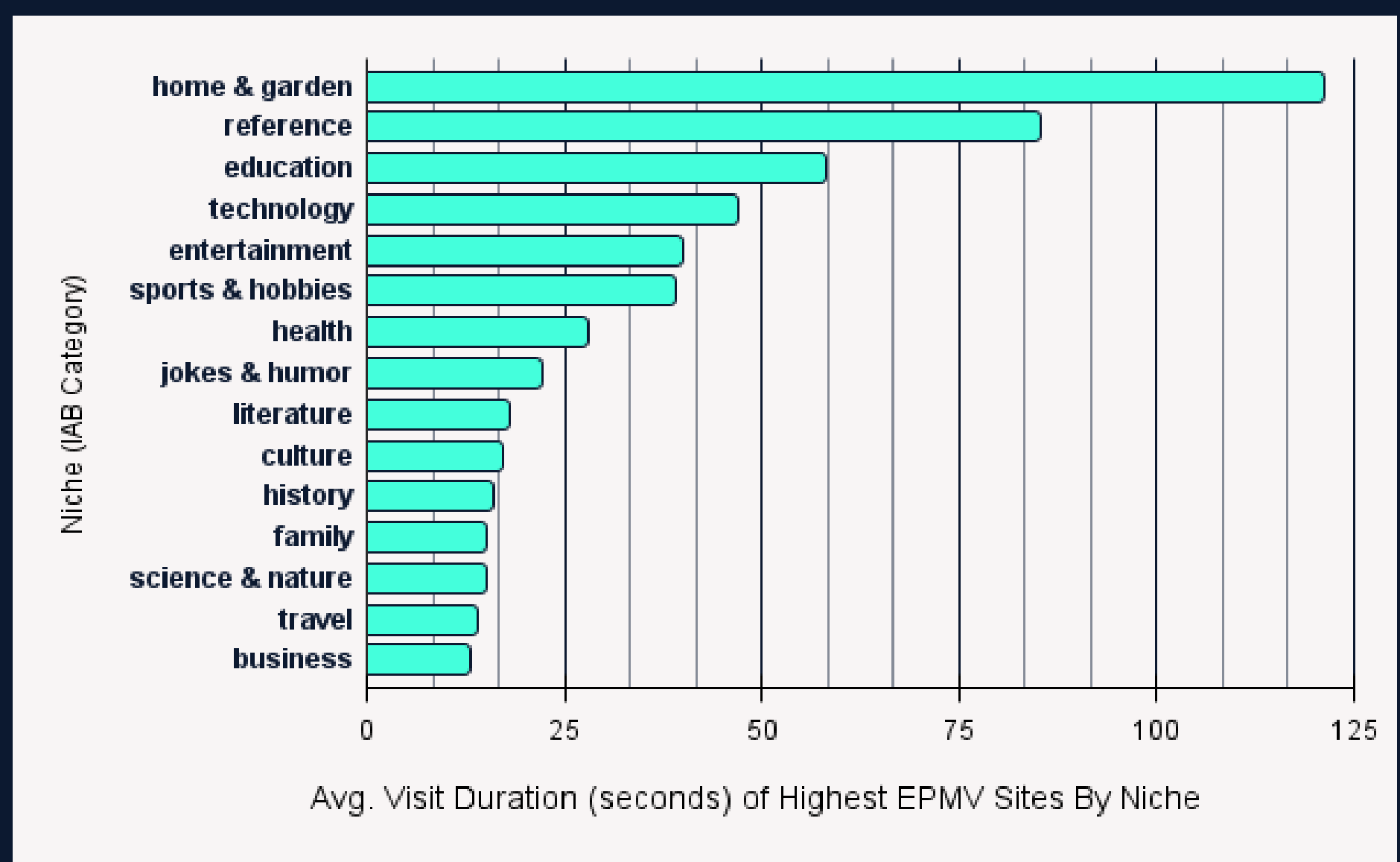


KEY FACTORS

- Audience Size**
 Sites with large audiences and history of quality visitors was a top performance factor
- Visitor Location**
 Visitor location upon requesting a site plays a major role in earnings performance for sites with concentrated traffic
- Content Attributes**
 Landing pages with video, active engagement (comments), and other media indicated better performance
- Visitor Device**
 The device type of which a visitor is using plays a small role in performance with some outliers that see drastic differences.

Avg. Session Duration of High-EPMV Sites By Niche

While not a major predictor of ad revenue performance, session duration has long been a metric used to gauge general visitor engagement. When genuinely positive user experiences are created, this provides a unique signature of metrics for every site that displays this behavior. This is eventually discovered by advertisers seeking to pay premium price for engaged audiences.





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Data provided and collected through partnership and collaboration with Google's ad exchange and the thousands of ad networks leveraging the RTB protocol, the IAB category standards, and other industry partnerships.

Visit off.page for additional information

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