

## In DoubleClick for Publishers (DFP) Small Business, lse.co.uk discovers a smart, straightforward ad serving solution and a new source of revenue through AdSense



### About lse.co.uk

- Rochford, UK
- Online shares information for the investor community

### Goals

- Monetize site with cost-effective ad serving solution

### Approach

- Used DFP Small Business to manage and optimise revenue from directly sold ads
- Employed integrated AdSense feature to discover a lucrative new revenue stream

### Results

- 90% of total business revenue comes from online advertising
- 70% of the site's total ad impressions are served through DFP Small Business
- Easy setup with no significant downtime
- Improved reporting for better optimisation
- Opportunity for AdSense to compete against other networks to serve the highest value ads
- Increased non-guaranteed ad inventory value through AdSense

### Overview

With a remit of providing shares information to the investor community, lse.co.uk was founded in 1998. It currently serves over 23 million page impressions each month to a valuable audience of private investors. The site's impressive statistics and user base of high net worth individuals are attractive to advertisers, so lse.co.uk is able to sell ad inventory on the site to produce over 90% of its revenue.

### The need for ease

In order to maximise profits as the site continues to grow, the company realised it needed a robust but simple-to-use ad serving solution. "We had no easy way of serving house ads, or running other networks," says Scott Grant, co-director of lse.co.uk. "We had to implement code changes at the site-level per ad campaign; this was messy and time consuming, and often mistakes were made."

While one option would have been to develop a bespoke solution, lse.co.uk instead discovered an economical alternative that offered a host of immediate benefits. DoubleClick for Publishers (DFP) Small Business is Google's comprehensive ad management solution that encompasses features for streamlined trafficking, advanced forecasting and reporting, and integrated revenue optimisation.

---

*"Since running DFP, we've been able to get much better management information regarding which ad networks are performing well, which has allowed us to refine which ads show and when."*

**—Scott Grant, co-director of lse.co.uk**

---

### Feature presentation

DFP Small Business aims to decrease training and setup time through an easy-to-use and intuitive interface. "It was relatively straightforward," Scott affirms, "and there was a lot of help material online."

Following setup, other advantages quickly emerged. DFP Small Business enables real-time competition between Google AdSense and third-party ad networks for any ad inventory on a website, optimising revenue by automatically selecting the highest paying ad. "It was great being able to run our house ads and other network or non-guaranteed ads without having to make any changes to the website," he says. "I like the feature that allows AdSense to compete against our other network ads; that way, I know we are always serving the highest value ads."

---

## About DFP Small Business

DFP Small Business is a free, hosted ad serving solution that helps you manage and grow your online advertising business.

For more information visit:  
[www.google.com/dfp/sb](http://www.google.com/dfp/sb)

---

With DFP Small Business, lse.co.uk can define inventory at granular levels and easily confirm availability. Reporting is fast, flexible and robust, allowing the company to optimise campaign delivery and uncover new opportunities. Scott explains, "Summary overviews of all our campaigns are great for a quick snapshot of what is currently running on the site."

### Measure for measure

DFP Small Business currently serves all of the ad impressions that the lse.co.uk direct sales team does not use, averaging around 70% of the site's total ad impressions. It's been particularly useful in "quickly deploying relatively small campaigns", Scott says. "Before we used DFP Small Business, the effort involved only made it feasible to run the larger campaigns."

Meanwhile, accurate and timely reporting has been a big help in optimisation. "Since running DFP Small Business, we've been able to get much better management information regarding which ad networks are performing well, which has allowed us to refine which ads show and when."

Another area of notable improvement stems from the integrated AdSense feature of DFP Small Business, which lse.co.uk uses to manage non-guaranteed inventory. "We found the value of our non-guaranteed ad inventory to have increased since we increased the chance of AdSense displaying. In general, AdSense appears to be the best value for this inventory," Scott reveals. "Using DFP encouraged us to allow AdSense to compete against our other ad networks, and we found it did much better than we'd expected. AdSense is now one of our highest revenue streams for the site, and has allowed us to grow the company and invest in future growth."

