YES MONETIZE

COMPLETE MONETIZATION GUIDE

Ad Network Since 2015

We are your Monetization Partner

YESMonetize

YES MONETIZE is an Ad Network specialized in maximizing your revenue.

We do not sell traffic — we structure, manage, and optimize your monetization with cutting-edge technology.

Continuous Optimization

Daily adjustments to ensure maximum value per impression.

Premium Tools

Google Ad Manager, AdX, and AdMob configured by experts.

Since 2015
10+ Years Experience

Global
Worldwide Reach

Expert
Dedicated Management

Secure
Trust & Safety

How the Ecosystem Works

PUBLISHER
Your Website or App

Ad Spaces →

YES MONETIZE
Management & Optimization

Google
Google Ad Manager /
AdX / AdMob
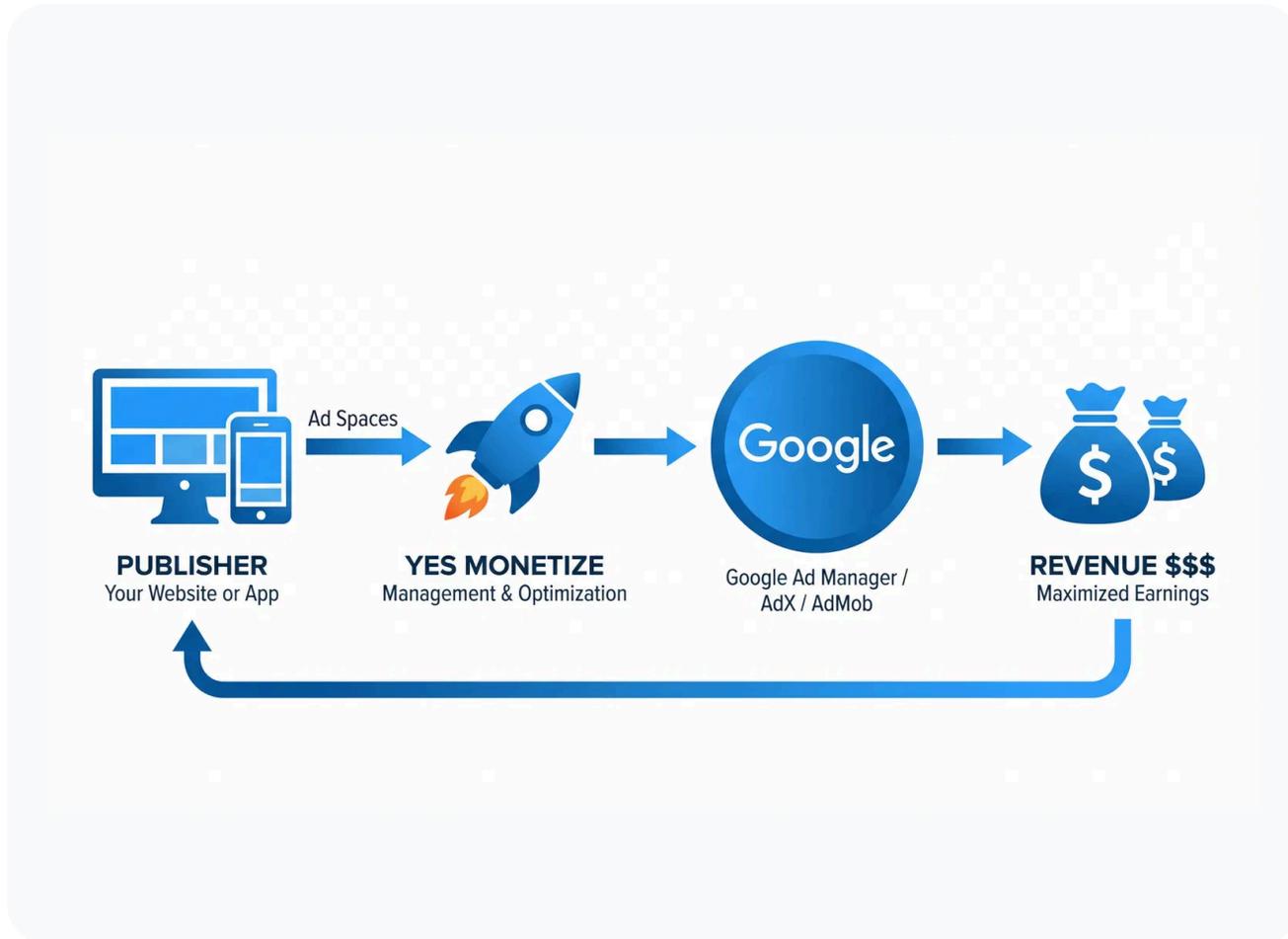
REVENUE $$$
Maximized Earnings

01 Publisher
You provide the ad spaces on your website or app.

02 YES MONETIZE
We manage and optimize the connection with advertisers.

03 Google
Premium advertisers compete for your spaces via Ad Manager/AdX.

04 Revenue $$$
Optimization results in more money in your pocket.

Understanding Ad Units

YESMonetize

Ad Units are the designated spaces on your website or app where ads are displayed. Choosing the right ones directly impacts revenue.
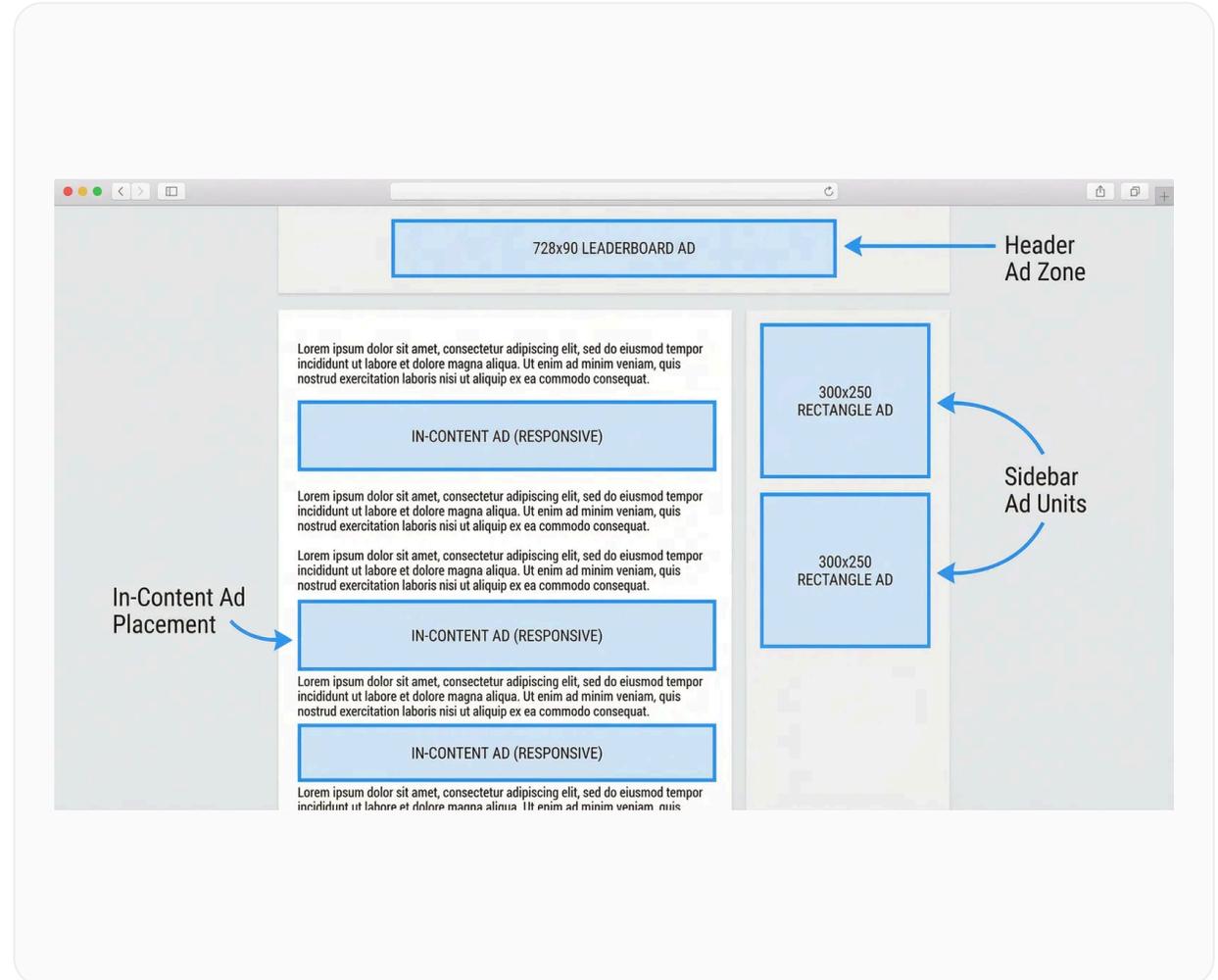
↑ **Header** (Top of page)

¶ **In-Content** (Between paragraphs)

Sidebar (Side column)

Footer (Bottom of page)

Sticky (Fixed on mobile)

Main Formats and Sizes

FORMAT	SIZE	PLACEMENT
Leaderboard	728x90	Top of page (header)
Rectangle	300x250	Sidebar or in-content
In-Content	Responsive	Between text paragraphs
Sticky	320x50	Fixed at bottom (mobile)
Interstitial	Full Screen	Between pages (apps)

Why Choose YES MONETIZE?

YESMonetize

More Revenue
Daily optimization of ads to ensure the best possible CPM for every impression.

Premium Expertise
Access to Google AdX and premium demand sources not available in standard AdSense.

Dedicated Support
Personalized support to monitor your metrics and drive your growth.

Professional Technology
Google Ad Manager configured and managed by certified experts.

KEY BENEFITS OF A MONETIZATION PARTNER

MORE REVENUE
Daily optimization to maximize your CPM and earnings.

PREMIUM EXPERTISE
Access to Google AdX and premium demand sources.

DEDICATED SUPPORT
Personal account manager for your success.

PROFESSIONAL TECHNOLOGY
Google Ad Manager configured by certified experts.

Our Clients

YESMonetize

Content / SEO

Blogs, portals, and guides growing with organic Google traffic.

Display   Video   Organic

Traffic Arbitrage

Buy paid traffic (Meta, Native) to profit from the difference with ads.

Paid Traffic   ROI   Scale

MFA Sites

Made for Advertising. Sites with layout and content optimized for ads.

High CTR   Optimized

Mobile Apps

Android apps monetized with AdMob and Ad Manager.

Interstitial   Rewarded   Banner

Country Classification (Tiers)

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Ad value varies significantly by country. Advertisers pay more to reach audiences in regions with higher purchasing power.

Tier 1 **HIGH VALUE**

USA, Canada, UK, Germany, Australia
High CPM, premium advertisers, and strong competition.

Tier 2 **MEDIUM VALUE**

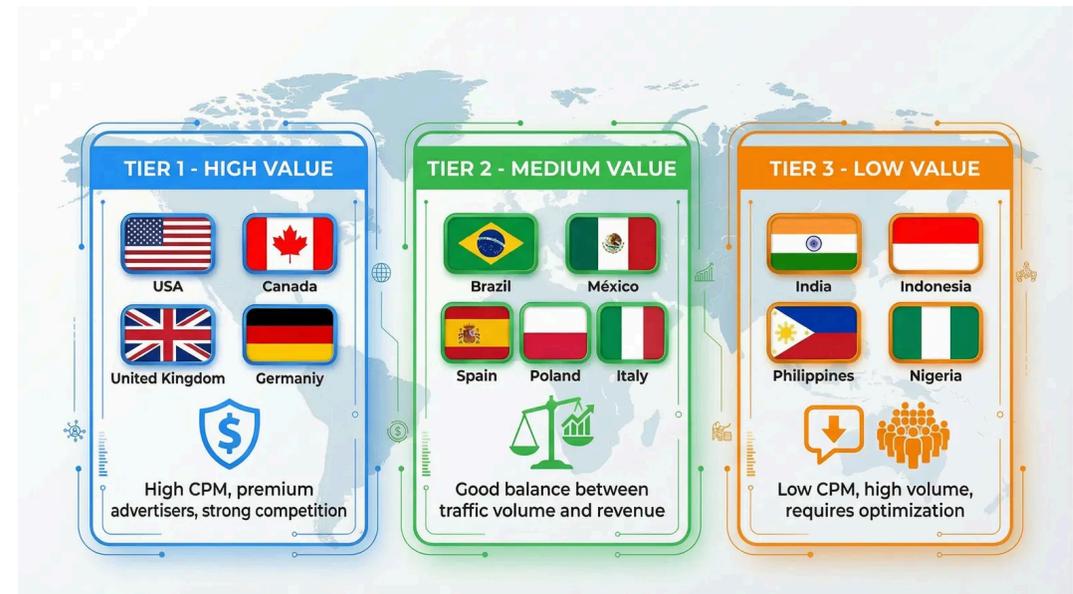**Brazil, Mexico, Spain, Poland, Italy**
Good balance between traffic volume and revenue generated.

Tier 3 **LOW VALUE**

India, Indonesia, Philippines, Nigeria
Low CPM, requires high volume to generate significant revenue.

Essential Terms Glossary

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Understanding these key metrics is fundamental to analyzing performance and maximizing your revenue.

Monetization Terms Glossary

RPS (Revenue Per Session)
Revenue per unique visitor. Example: $0.05/visitor

RPM (Revenue Per Mille)
Revenue per 1,000 page views. Example: $15.00/1k views

Fill Rate
Percentage of ad requests filled. Example: 95% filled

eCPM (Effective CPM)
Average cost per 1,000 impressions. Example: $2.50

CTR (Click Through Rate)
Click rate on ads. Example: 2% clicks

Publisher
Owner of the website or app. Example: You!

Partnership Models

Revenue Share

STANDARD MODEL

Revenue is divided by a **percentage**.

The standard market model where we grow together. No upfront costs.

What We Do in Practice

The Account Manager Role

YESMonetize

Your dedicated specialist responsible for the health and growth of your account.

Onboarding
Seamless setup and integration of your inventory into our system.

Monitoring
Daily analysis of key metrics to identify trends and issues.
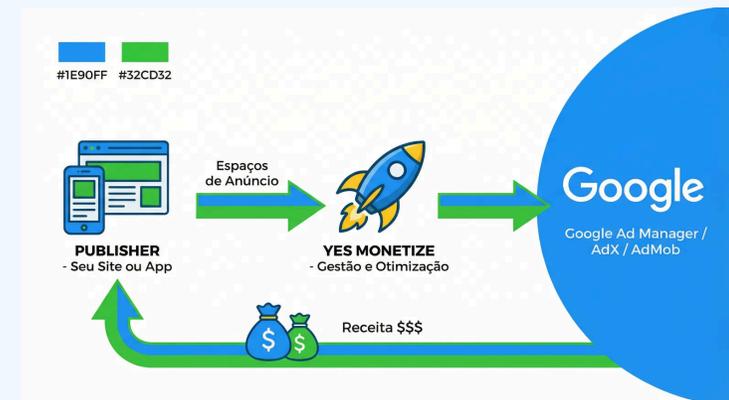
Relationship
Direct line of communication for support and strategy discussions.

Growth
Proactive suggestions to optimize layouts and increase revenue.

Managing the Entire Flow

#1E90FF #32CD32

PUBLISHER
- Seu Site ou App

Espaços
de Anúncio

YES MONETIZE
- Gestão e Otimização

Google
Google Ad Manager /
AdX / AdMob

Receita $$$

The manager oversees every step of the monetization process.

Our Commitment

YES MONETIZE works to ensure sustainable growth for both the company and the client.

ORGANIZE

Structure your monetization, organize ad units, and correct setup errors.

INCREASE

Boost revenue through daily optimization, better fill rates, and higher CPMs.

CREATE

Build a long-term partnership focused on mutual success and stability.

Ready to Increase Your Revenue?

Let's start optimizing your ad inventory today.

Partner with YES MONETIZE

🌐 www.us.yesmonetize.com   ✉️ contact@yesmonetize.com

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