



# Small Publishers & Ad-Networks

## Key Features

- Small publishers - How do they stack up in India
- Do they prefer ad-networks and why?
- Current offerings by ad-networks to small publishers
- What more do small publishers want!
- Suggestions regarding payments

## Methodology

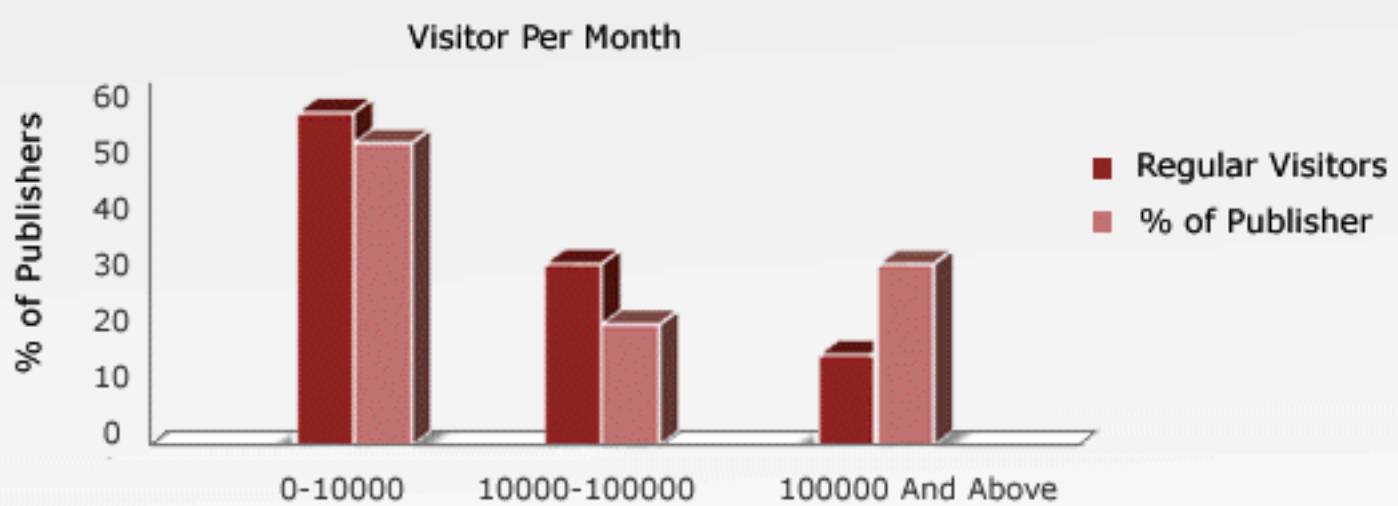
The research report looks at the small publisher market in India and the shape it has taken in this Web 3.0 era. Small publishers are a potent force in developed markets like USA but are still in the developing phase in India. However, with ad-networks striking it big in India, opportunities are definitely coming up for small publishers to look ahead and earn monies. The report, with a sample size of 400 small publishers across genres, aims to identify this so called 'tier-II inventory', how is it sold and how are Ad-networks perceived by these small publishers.

The research has been conducted from a publisher point of view but definitely shows for any advertiser, what to expect from ad-networks in the coming time, and also presents the opportunities ahead for ad-networks with the ever expanding market. Throughout the research, Tyroo's name was nowhere disclosed, to avoid any biases that might come otherwise, and this is strictly a report that looks over an industry perspective rather any individual ad-network or publisher.

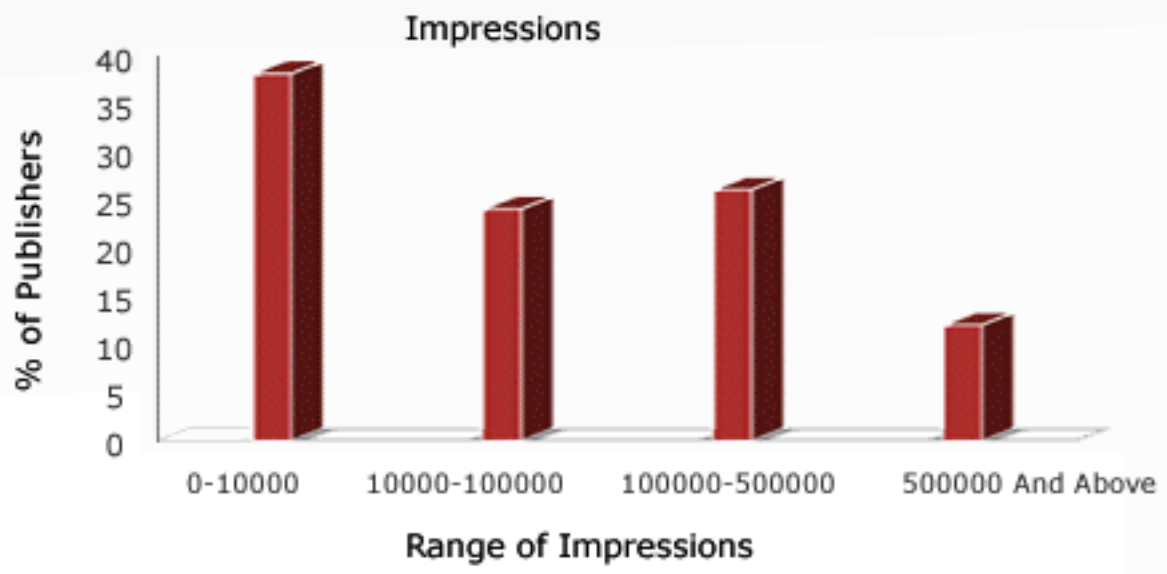


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## What does the small publisher market look like?



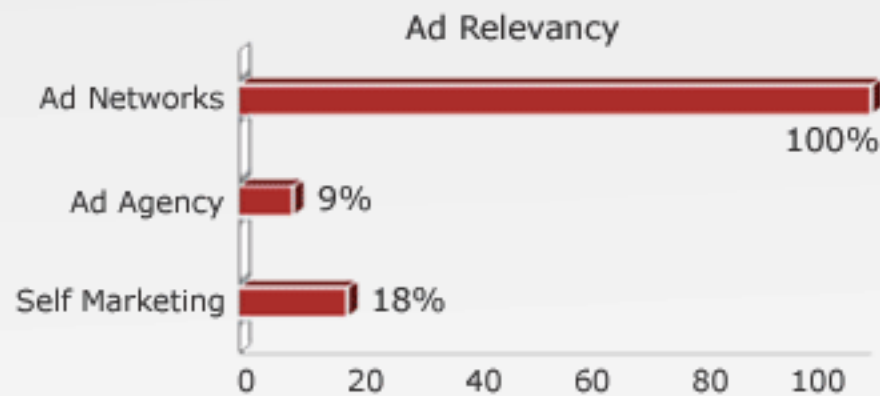
Primarily consisting of blogs, review sites and regional websites, most of the traffic comes through search for small publishers. The market is now stretched to the extent that majority of small publishers have an impression count less than 1% of the largest Indian publishers and ad-networks are the most preferred intermediary for inventory monetization.





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## Who provides the most relevant ads?



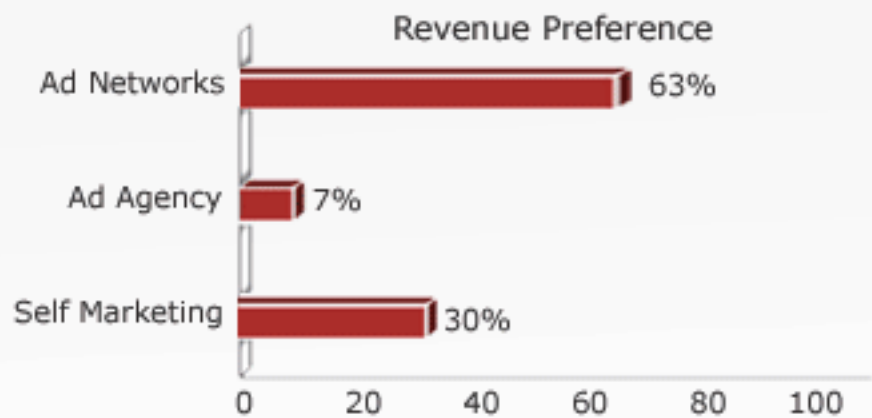
More than one could be the preferred intermediary.

### Ad-relevancy

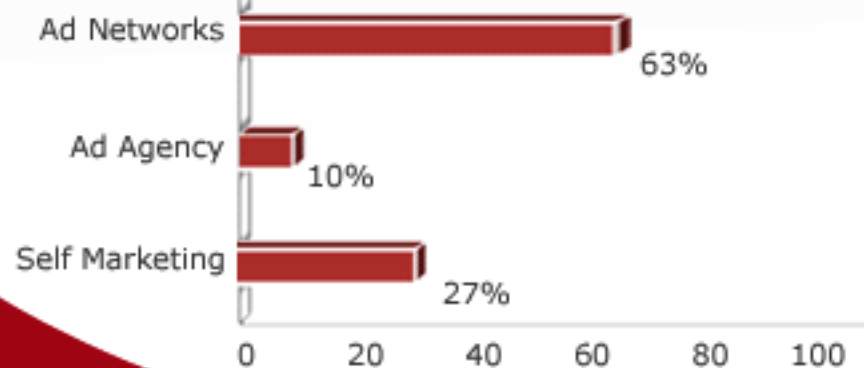
Targeting technologies and breadth of an ad-network ensure high ad-relevancy from ad-networks.

### Revenue Preference

Higher click-throughs and no unsold inventory means higher revenues from ad-networks



### Payment Preference



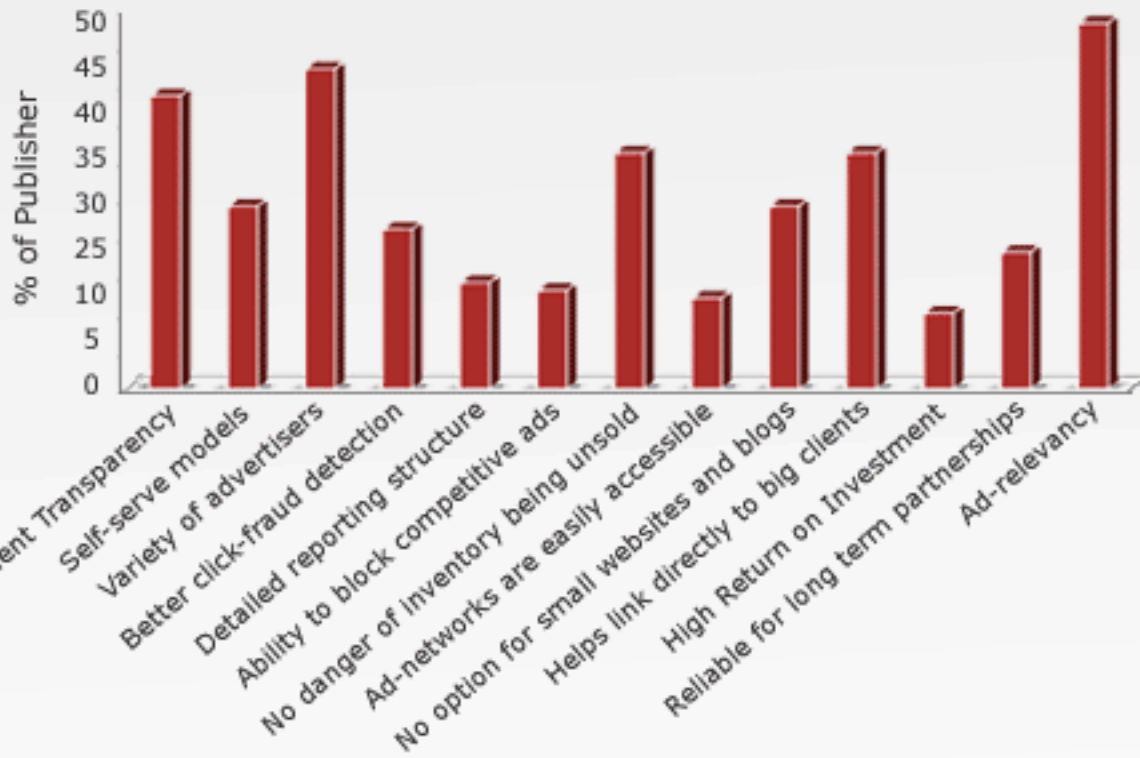
### Payment Preference

Excellent click fraud mechanisms and systematic processes make ad-networks the preferred intermediary



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## Reasons for Preferring Ad Networks



## Current offering to small publishers

- Variety of advertisers not much.
- Similar ads being repeated for long.
- Ad-relevancy not very high.
- Ability to block competitor's ads.
- Fixed payment lower limit.
- Payments through cheque.
- Customer support systems are getting better.
- Click-fraud detection and reports unavailable to Publishers.
- Only CPC revenue model followed, impressions not yet paid for.
- Similar revenue for banner and text ads.
- Revenue sharing is apparently seen less.



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## What more do publishers want?

- Facilitate SMEs, entry level and small scale website's entry
- Improved Click-fraud detection mechanisms which can be monitored by publisher himself.
- Enhanced targeting features
- Similar ads shouldn't be repeated.
- Some preference to banner ads vis-à-vis text ads regards to CPC
- Provide video ads and bright & attractive graphics.
- Have graphic monitoring systems to ensure that banner ad quality meets certain minimum criterion. This enhances CTR & makes the network more lucrative to a small publisher
- Filtering low CTR ads
- More detailed reports
- Better Publisher communication, awareness levels low regarding features offered.
- Blacklisting URLs that merely redirect clicks to alternative search pages rather than to relevant content.

## Suggestions Regarding Payments

- Customizable payment lower-limit.
- Online payment alternatives: Paypal, ECS.
- Transparency in payment process.
- Payment period should be shortened.
- Automated payment process.



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# Thank You

**For any Queries, Please Contact**

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