

# Ancient History Encyclopedia Grows Revenue by 26% with Sovrn OnScroll

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**SOVRN**



## Website

<http://www.ancient.eu/>



## Daily Pageviews

120,000  
(3.6 mil monthly)



## Daily Ad Impressions

333,333  
(10 mil monthly)

**A**ncient History Encyclopedia is the world's most-read history encyclopedia. Their mission is to improve history education worldwide by creating the most complete, freely accessible and reliable history resource in the world.

In November 2016, Jan Van Der Crabben, CEO of Ancient History Encyclopedia partnered with Sovrn and their OnScroll product. While he was using a vendor to understand more about how his readers interact with his content, he had no solution to monetize that engaged audience. "It was frustrating that we got the same revenue per page view for a reader who was on a page for 10 seconds and a reader that was on a page for 2 minutes," explained Jan, "I knew we could do better."

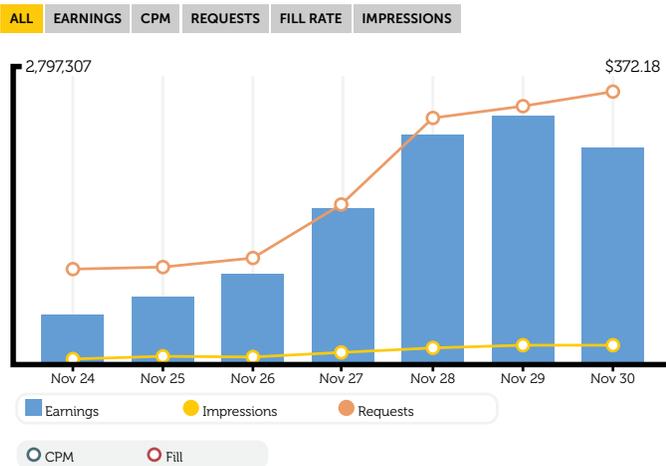
Seeking additive revenue from their engaged readers, Jan and his team decided to move forward with an implementation of OnScroll. "I was amazed at how fast and easy OnScroll was to implement. We were up and running in 48 hours with no ops resources needed," exclaimed Jan.

By measuring viewability and user engagement, OnScroll creates additional ad opportunities in existing zones after header bidding or waterfall partners have already served their ads. After every 20 seconds of engaged time, a new ad is served. This customizable integration can be applied to all existing ad zones through a simple one tag integration.

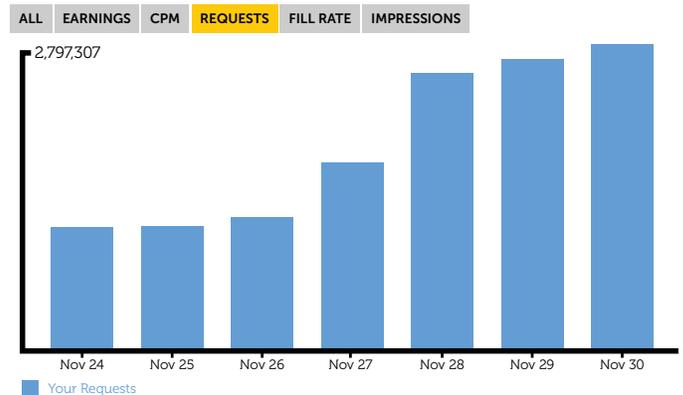
# After just one week, OnScroll increased Ancient History Encyclopedia's programmatic advertising revenue by 26%

Jan plans to roll out OnScroll across two of his other websites in the coming weeks.

## Your Metrics



## Your Results



Your Results  
**11,503,121**

📈 Nice work - Ad Requests up!

The ad requests on your site are up for the selected timeframe

*"Sovrn is Ancient History Encyclopedia's most successful advertising partner, representing our largest revenue stream. As a non-profit company, we require high-quality ads that are non-intrusive and family friendly, which Sovrn delivers at high CPMs. We're running our ads 100% through header bidding using Prebid.js via DFP, with which Sovrn integrates seamlessly. We've been impressed with Sovrn's commitment to maximizing revenue for publishers, regularly reviewing our setup for possible improvements. We were amazed with how quick and meaningful the revenue impact is. It's empowering to be able to monetize our more engaged readers for every page view!"*

**Jan Van Der Crabben**  
CEO of Ancient History Encyclopedia



# About Sovrn OnScroll?



## **100% Additive**

More ad opportunities per page view resulting in 15-25% incremental revenue per page.



## **Easy to implement**

Customizable cut and paste solution



## **Maintain user experience**

Seamlessly fits in reader experience



## **Higher CPM's**

Create viewable inventory



## **Powered by VET technology**

Real-time engagement and viewability measurement



## **Flexible solutions**

Find the solution that best fits your needs: 1) Maximize revenue on existing placements or 2) create incremental opportunities from the untapped whitespace on your page