Admiral

Mediaite Case Study:
# Grows Paid Subscriptions Plus 52% Adblock Revenue Recovery Rate

Publisher: Abrams Media Network (Mediaite)
Mediaite.com - Part of the Abrams Media Network, Mediaite is a national news website focusing on politics and media.

Objective: Subscriptions & Adblock Revenue Recovery
Mediaite engaged Admiral with two objectives. The first was to provide a comprehensive subscriptions management solution, and the second, recover revenue losses from adblock traffic.
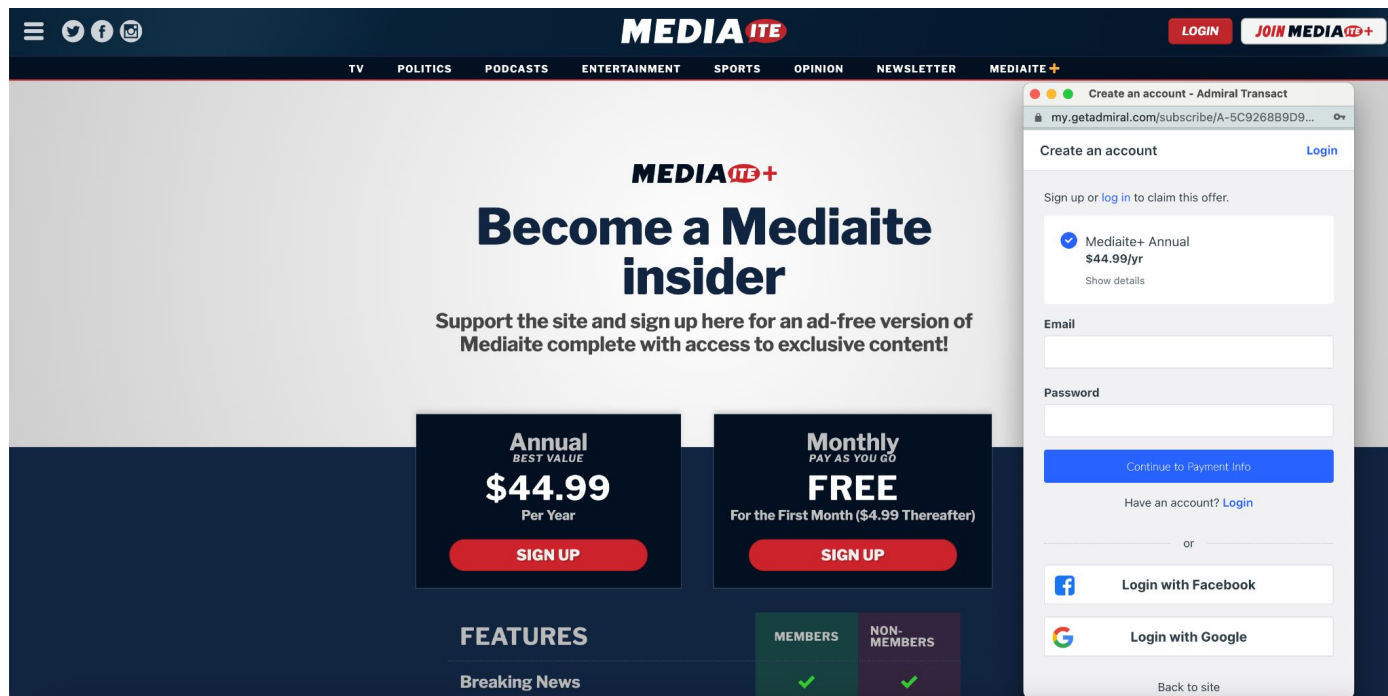User experience was a key concern, as well as time to market to meet aggressive growth goals.
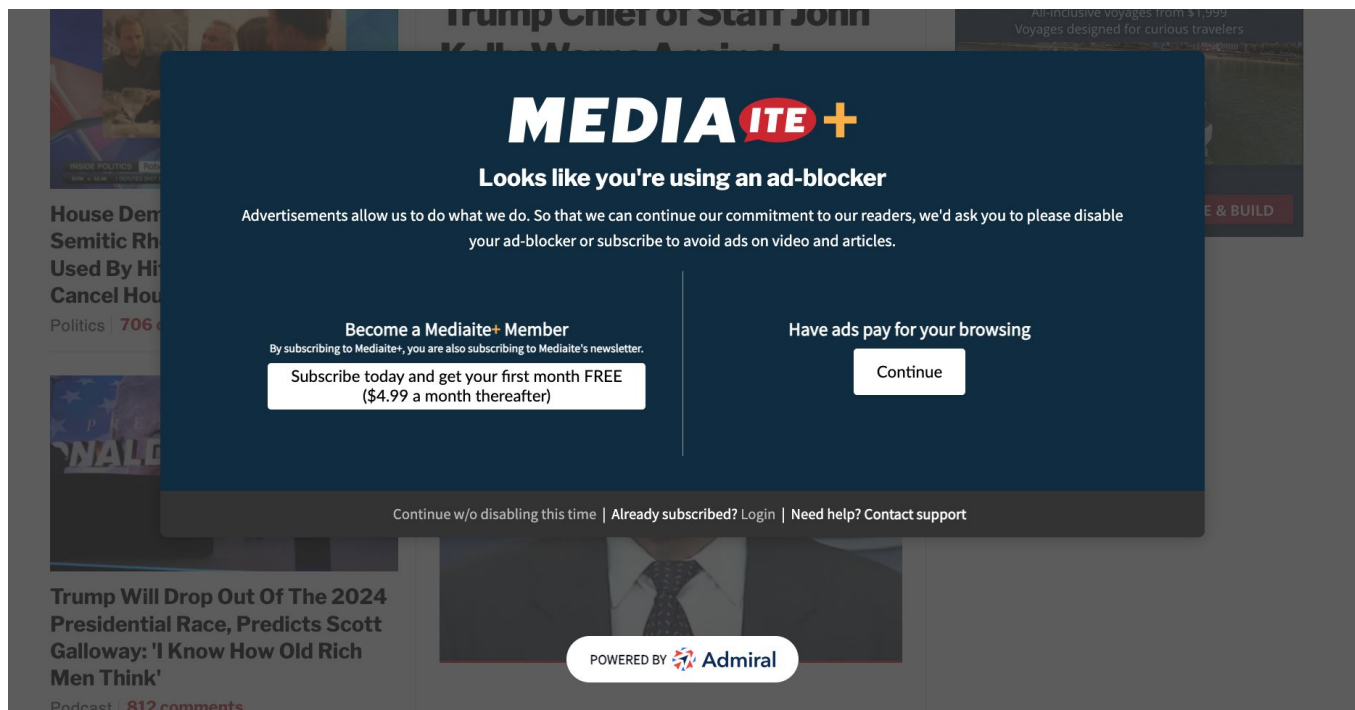
Solution: Admiral Transact & Admiral Engage

Step one was accomplished through simply copy + paste of an Admiral-provided site-specific JS tag into the site <head>. This gave Mediaite access to Admiral's free revenue analytics dashboard to view live block rates by segments, and more. The dashboard also enables access to the suite of modules in Admiral's Visitor Relationship Management (VRM) platform.

Mediaite then worked with Admiral's Customer Love team to test copy and pricing for several paywalls, offering two types of paid subscriptions. One as an ad-free subscription to adblock users, and another subscription offer geared to all website visitors.

To address adblock revenue recovery, Mediaite leveraged Admiral's Engage module to target only adblock users, asking them to support the site by adding Mediaite to their adblocker's allowlist. Preferred by publishers, this method unlocks the full ad stack for a visitor, including all display and video ads, to maximize recovery CPM rates going forward.

Results:

- **YTD Average Block Rate Decrease of 45%:**
- **YTD Average Revenue Recovery Rate: 52%**
- **Monthly ad revenue recovery in the thousands (USD)**
- **New Subscriptions revenue growth at 3.7X recovered ad revenue**