

## Client Achieves 10X Surge in Revenue Stream with LinkTrust Monetization

LinkTrust Monetization powered a staggering 10x boost in revenue per Thousand (RPM\*) on the confirmation page for a client in the financial services sector. What's more impressive is that this surge didn't cannibalize the client's existing revenue streams — it was purely additive. With a green light from legal counsel ensuring compliance, the story unfolds as users fill out a Signup form, leading them to a Thank You (Confirmation) page where a contextual ad unit leveraging search works its magic. This seamless implementation turned a simple confirmation page into a powerhouse of profit.

### The Challenge:

The client was already seeing success with their internal CPA based confirmation page monetization efforts, but they were eager to take their revenue to the next level. LinkTrust Monetization took on the challenge of unlocking additional revenue, all while keeping existing revenue streams intact and thriving.

### The Solution:

Enter the LinkTrust Contextual Search based Ad Unit — a game-changer designed to generate revenue through clicks rather than form signups or CPA. We strategically placed this ad unit below existing monetization on the webpage, ensuring it added to the overall revenue stream. The result? A powerful boost with an impressive initial RPM of \$77.14, turning every click into a valuable contribution to the bottom line.

Buoyed by the initial success, the LinkTrust team worked with the client to move the ad unit higher on the page. The results were nothing short of astounding — click-through rates skyrocketed, while **RPM achieved a jaw-dropping 10x increase!**

### The Outcome:

By simply moving the LinkTrust Contextual Ad Unit higher on the page, the RPM surged from \$77.14 to an astonishing \$748.43! Performance exploded with a tenfold increase, far surpassing the already impressive results. This dramatic boost outperformed internal efforts, setting a new standard for yield and efficiency, achieving higher margins, and empowering the client to be more competitive in driving leads.

\*RPM is a key metric for websites and publishers, measuring the rate at which the site generates income.