Publisher Growth was created with the underlying principle of bringing more transparency to the entire publishing business. As publishers need to choose the right solutions for their businesses, AdTech vendors equally need to connect with publishers whose content and traffic matches their solutions. Publisher Growth is a platform that connects publishers and AdTech solution providers.
Our Commitment

- Assist publishers in finding the right monetization partners and increase their traffic
- Create a community of publishers and vendors based on trust, transparency, and mutual growth.

Joining Benefits for Publishers

By signing up with Publisher Growth, you can enjoy a host of benefits that can help you scale your publishing business.

- Discover AdTech solutions, hostings, and services that may boost your business.
- Read genuine and unbiased reviews shared by publishers like you.
- Find multiple ad partners who are willing to work with you just by signing up on one platform.
- Find all upcoming webinars, conferences, and events hosted by various companies.
- Find information about the entire publishing ecosystem at @Pubnews.
- Connect with similar publishers in your niche to plan, strategize, and build organic backlinks through @Pubconnect.
- Get insights into how to build, scale, and sell your publishing business at a higher profit ratio.
- Customized AdOps management by our team that guarantees a double-digit revenue uplift.
- A dedicated account manager for eligible publishers.
Publisher Growth is not just a listing and review platform. After providing basic site details, a publisher can sign up, following which we review their website for eligibility. If approved, we connect the publisher with relevant AdTech solutions that can maximize their overall earnings. The benefit for publishers is that they can discover which ad partners are interested in working with them, all in one platform. As an intermediary, we maintain data on which publishers are working with which AdTech companies and can prompt the publishers to write genuine reviews, creating an ecosystem of trust and transparency.

The Process Flow

01
A publisher signs up on the platform.

02
We review the publisher data and approve the site for monetization, if eligible.

03
The approved site data is then passed on to relevant AdTech vendors.

04
AdTech vendors now need to approve or reject the site from their end. The vendors who approve the site are listed as ‘Recommended AdTech Partners’ in the publisher’s dashboard.

05
Publisher signs up with the AdTech vendor of their choice and goes live with them.

06
Publisher gains access to Pubnews and Pubconnect, in addition to the opportunity to find more sponsored post opportunities for their websites.
Managing Your Publisher Account:

Here are a few key things to keep in mind as you manage your publisher profile:

- The first thing you need to do is update your profile to ensure we have all the relevant information.
- Following this, we recommend you to add all your websites by clicking on ‘Add a Site’ under ‘Your Websites’ tab.
- Consider signing up with the AdTech partners under ‘Recommended AdTech Partners’.
- Add reviews of products that you have used and gain points that can unlock features such as Pubconnect and sponsored posts.
- Request verification of your profile after adding all your relevant information.
- Moreover, you can connect with your account manager and reach out to us if you require managed AdOps services.
THANK YOU!

Learn more about us at
www.publishergrowth.com

Email:
contact@publishergrowth.com
brandmanager@publishergrowth.com