

Case Study: ICTV Facts

ICTV Facts Boosts Revenue by 28% and Scales to 200 Videos/Day with HeroVideo

ICTV Facts, a Ukrainian news portal, already produced high-quality studio videos but faced challenges monetizing further and scaling its volumes. With HeroVideo, they automated the generation of 200 customized videos per day in three languages, thus adopting a new ad unit that led to 28% revenue growth, a 12% increase in visitor engagement rate, and 20% in session depth.

28%

Revenue Uplift

12%

Visitor Retention Rate

200 videos/day

Content Volumes

20%

Session Depth

About the Project

Client: ICTV Facts

ICTV Facts is a Ukrainian online news portal that provides timely updates on politics, society, finance, and global events. It offers breaking news, exclusive interviews, analytics, and multimedia content such as videos and infographics.

ФАКТИ

Year of Collaboration: 2024

Industry: News Media Company

Challenges

Limited Monetization Despite Strong Video Production

Although ICTV Facts had a professional in-house studio and consistently produced quality video content, its ad inventory was hitting the ceiling. Existing ad placements were already in use, and recklessly adding new units risked affecting user experience, quality, or even Core Web Vitals, so the client was looking for a strategic way to monetize smarter.

Inconsistent User Experience Across Language Versions

ICTV Facts operated as a multilingual platform but consistently struggled to publish respective videos across all three language editions. Their in-house studio was limited to producing videos in the national language — Ukrainian — so it downgraded the user experience of those browsing in other languages. This limits monetization opportunities outside the primary content version.

Balancing Scale and Sustainability

With a multilingual website and frequent news updates, ICTV Facts needed to produce more video content and do it faster. However, in-house production resources had already been stretched, so they could not scale manually without additional hires, which wasn't an option due to budget and time constraints. They aimed to find a solution allowing them to publish at least 20 videos/day at no additional expense.

Solutions

New Revenue Streams with Non-Intrusive Video Ads

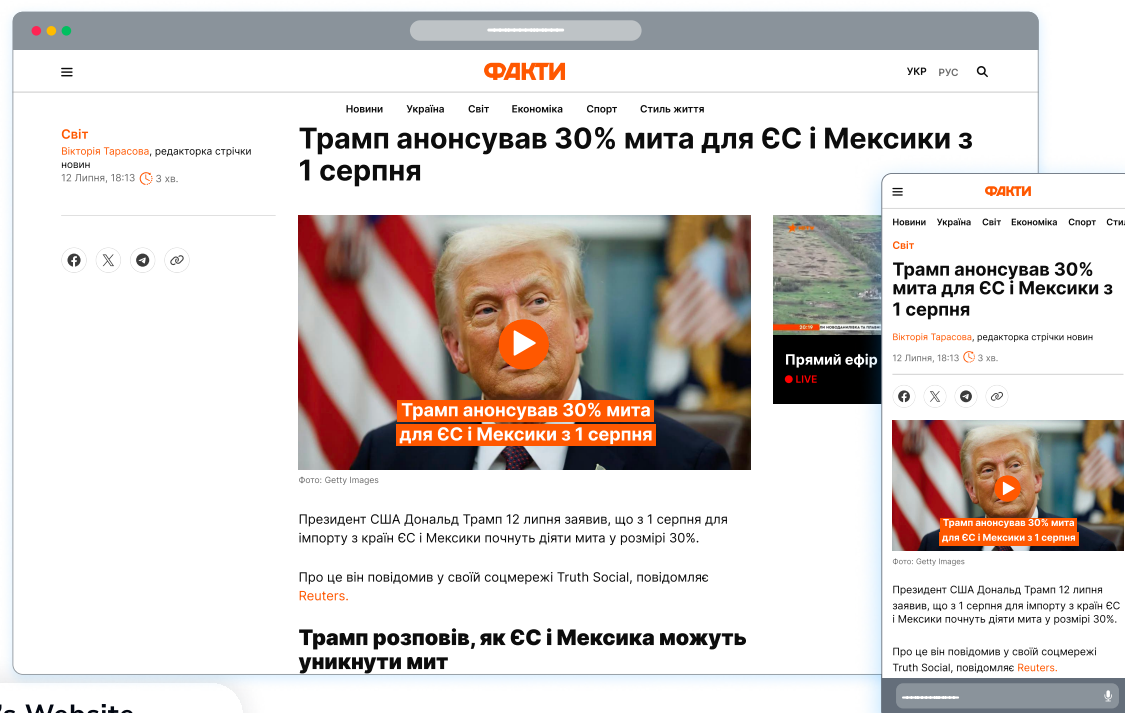
HeroVideo allowed ICTV Facts to introduce an additional premium ad unit by automatically generating video content from their existing text articles. These videos were strategically placed in the hero section, creating fresh monetization opportunities without disrupting user experience or compromising editorial standards. Owing to the increased number of high-quality videos, ICTV Facts expanded its ad inventory and saw a 28% revenue uplift.

Enhance User Experience Through Video Localization

HeroVideo provided the ability to generate localized video content across all three website languages. Each version featured respective narration, disclaimer, and captions, ensuring a high standard and consistent user experience, regardless of the region or language. This streamlined localization allowed them to reach and retain wider audiences, thus elevating the engagement rate by 12%.

Video Production Scaled at No Extra Cost

With HeroVideo automation, ICTV Facts scaled their content volumes to 200 customized videos daily without growing their team or increasing budgets. This extensive output allowed them to fill more pages with engaging content while keeping the audience engaged for longer and increasing session depth by 20%.



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