

How Kurs.com.ua Boosted Reach by 31%, Turning Quick Visits into Deep Engagement

Kurs.com.ua partnered with Bidmatic to solve the challenge of increasing ad revenue without sacrificing site speed or user experience. By implementing HeroVideo's lightweight video units and AI-generated content, the portal boosted ad revenue by 39% and maintained a 95+ Lighthouse score. This led to a 31% increase in reach, 28% longer sessions, and a 34% jump in engagement across their platform.

95+
Lighthouse
Performance Score

39%
Ad Revenue Uplift

31%
Visitors Reach Increase

28%
Session Duration Up

34%
Engagement Rate

About the Project

Client: kurs.com.ua

Kurs.com.ua is a well-known Ukrainian portal that provides up-to-date information on exchange rates, gold and silver prices, and financial market news.



Year of Collaboration: 2024

Industry: Financial

Challenges

Balancing Monetization and Performance

The client was looking for new monetization opportunities, but with the demand that they can maintain their Core Web Vitals at the highest level—unfortunately, existing solutions the market offered compromised site performance.

High Competition in the Crowded Market

Due to ongoing economic instability and frequent currency fluctuations, the financial news sector in Ukraine is becoming increasingly competitive. With many publishers covering similar topics, attracting and retaining visitors requires a more innovative approach and a standout user experience.

Low Engagement Beyond Currency Rates

Most visitors used the portal for quick currency checks or the online converter, leading to low session duration times on content such as financial news. This also affected the overall engagement rate on their website and restricted monetization opportunities.

Solutions

Performance and Profitability Going Hand in Hand

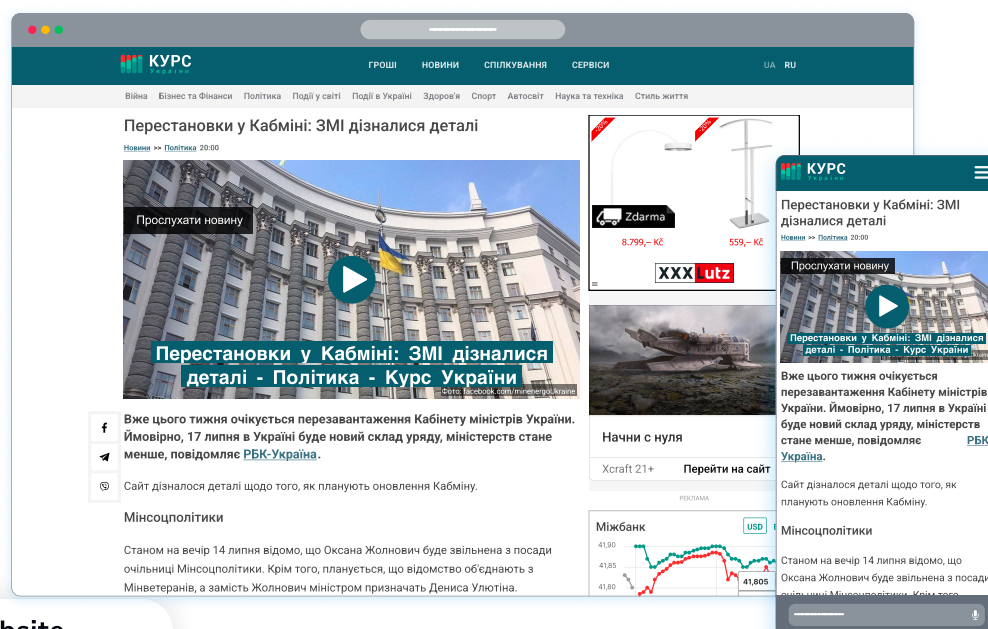
Our team developed a strategic, high-performing solution that introduced an additional ad unit, driving revenue without affecting Core Web Vitals. Thanks to HeroVideo's lightweight integration, the portal maintained its 95+ lighthouse performance score while driving a 39% uplift in advertising revenue. All while ensuring the load speed and user experience are at the highest level.

Standing Out with AI Video Automation

With HeroVideo, our client started generating dynamic, high-quality videos based on their existing articles. This innovative approach enhanced user experience, as more and more visitors prefer watching to just reading, and set their website apart from text-heavy competitors. Besides embedding such videos on the website, the client took advantage of another feature of HeroVideo — social media format optimization. With video content on platforms like TikTok, Instagram, and YouTube, they increased their total reach by 31% and positioned themselves as a more modern and accessible financial news source.

Video Driving User Engagement and Revenue Up

The engaging video format significantly increased users' time on the website. Visitors who previously came only to check exchange rates were now exploring additional content on other sections like news or weather, which resulted in a 28% boost in session duration and a 34% engagement rate. The added video ad units fit naturally into the user flow and open new exclusive opportunities for website monetization.



Bidmatic Solution on Client's Website

Your site could be the next success story.
Use Bidmatic to start monetizing today.

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