

Immediate revenue lift — done the right way

With today's breaking news, your traffic has never been stronger. So, how can you maximize this opportunity to boost your ad revenue — without sacrificing quality?

Total economic impact of OpenWeb conversation platform

OpenWeb provides immediate ad revenue, combined with a platform for hosting quality conversations. Maintain control of your audience and data while building a thriving community.

15.4x

Time-on-site / session

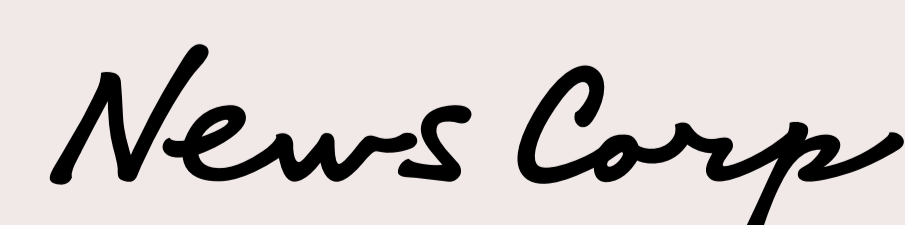
4x

Users return within 7 days

9x

Average revenue / user

Trusted by the world's leading publishers



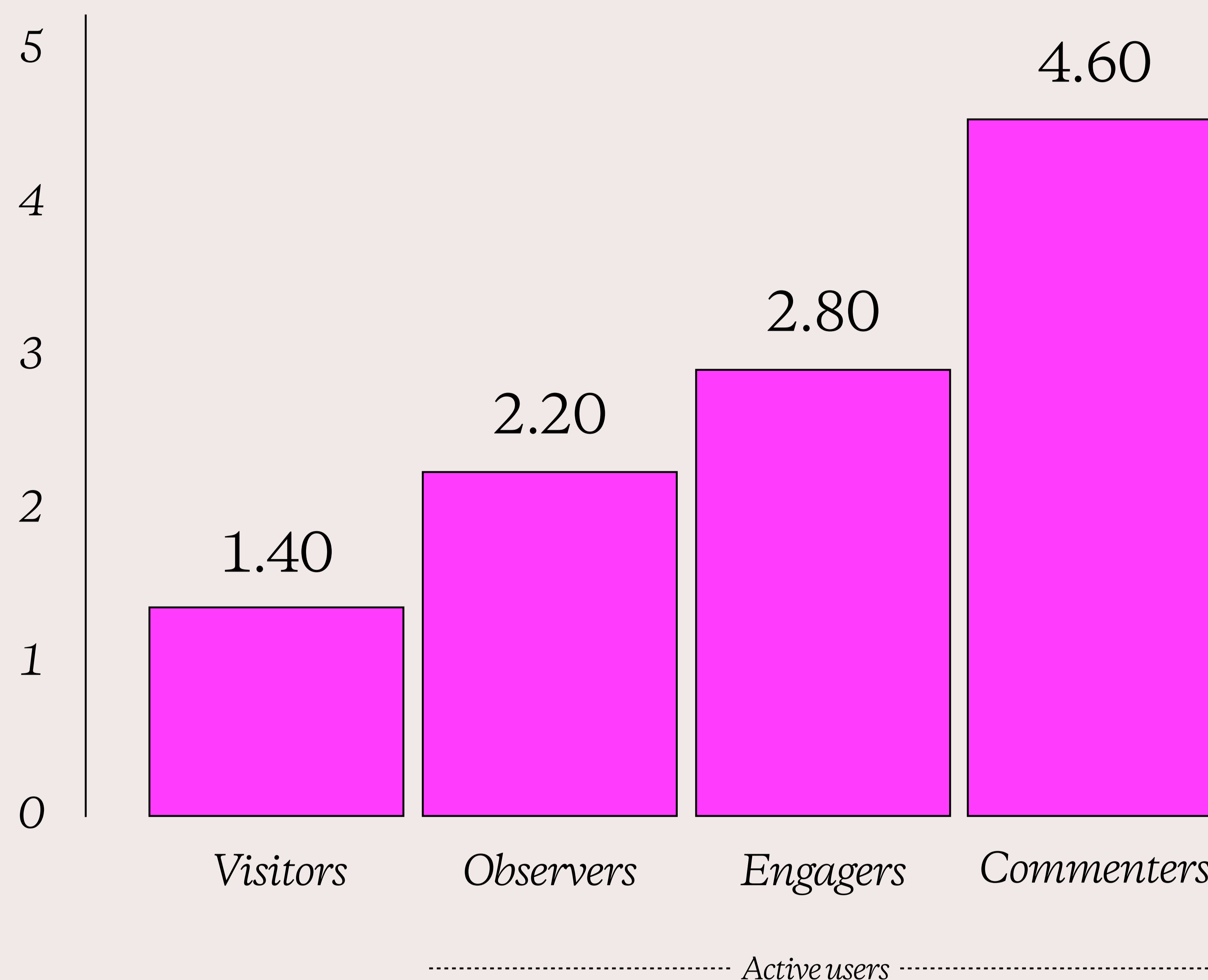
The top 10% drive 90% of the value

Across digital publishers, active users are accountable for the majority of traffic and revenue. We identify your active users so you can focus on turning your most loyal audience into a vibrant community.

The result is incremental page views, longer session times — and engaged users who come back more often.

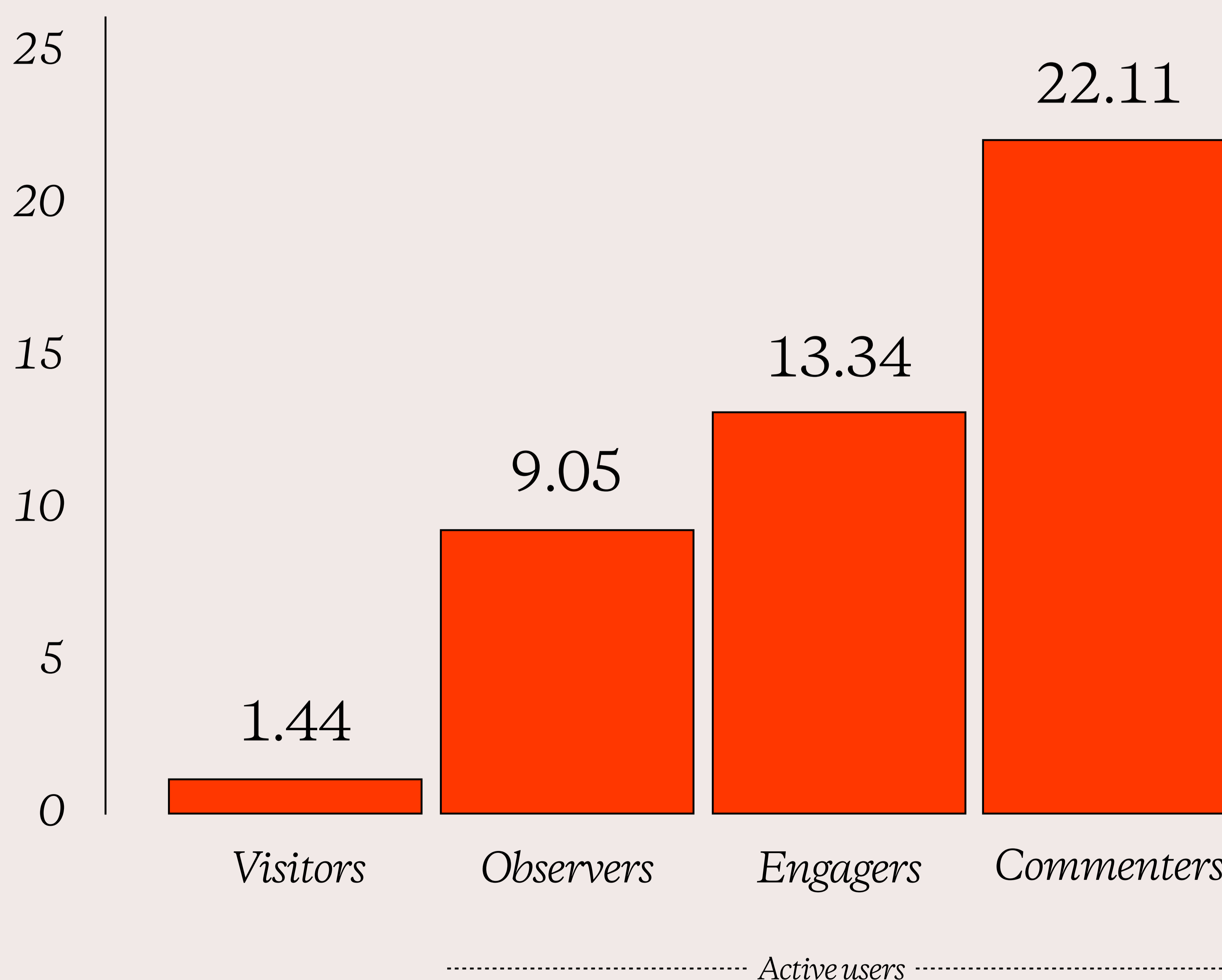
3.3x
page views

Page views/session



15.4x
time-on-site

Session duration (minutes)



Quality conversations drive user behavior.

And results.

Revenue

- Page RPM lift
- New advertising real estate through proprietary ad units

Engagement

- Page views per session
- Time-on-site
- User retention

Lifetime value

- Digital subscriptions
- First-party audience data
- Editorial and product insights

A better bottom line starts at the bottom of your page.

- *OpenWeb Conversations*
- *End-to-end Quality Framework*
- *Loyalty and Conversion Drivers*
- *First-party Data Insights*

Let's talk:
hello@openweb.com

