YOUR AD OPTIMIZATION SUCKS

Here is the problem

WHAT YOU THINK IS HAPPENING
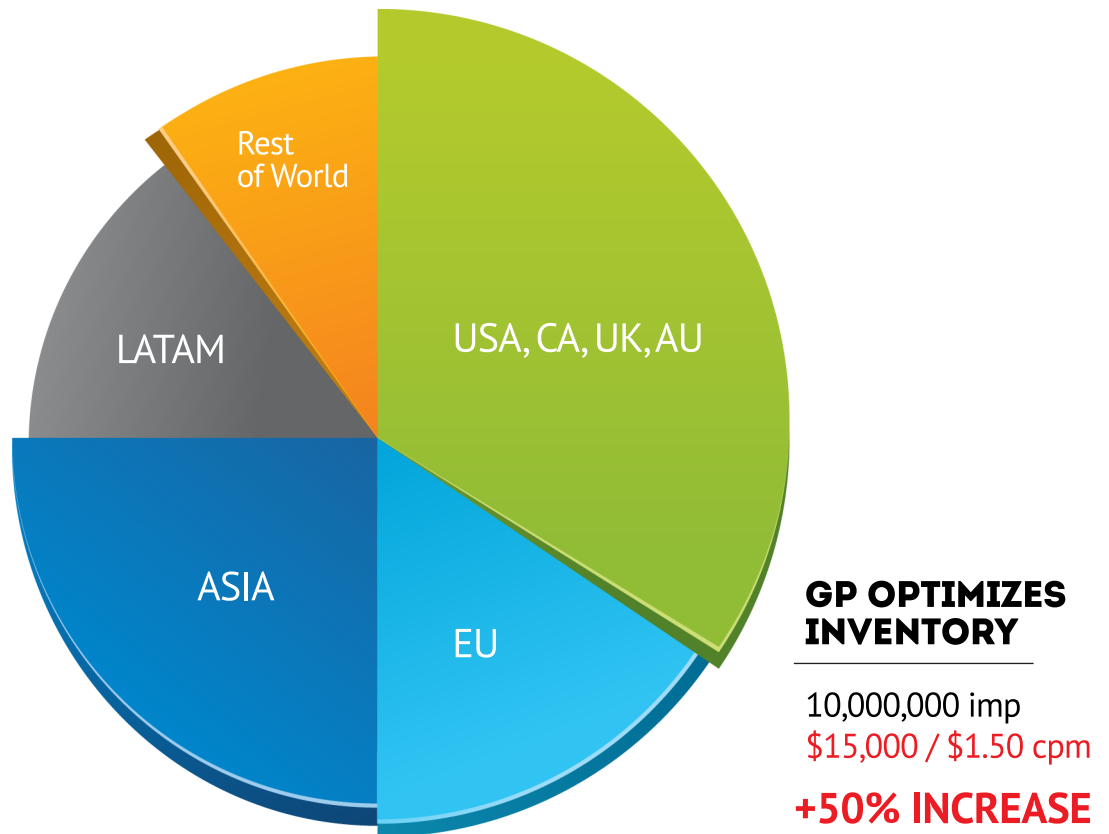
ALL TRAFFIC

10,000,000 imp
$10,000 / $1 cpm

WHAT ACTUALLY HAPPENS

USA, CA, UK

2,500,000 imp
$8,750 / $3.5 cpm

UNOPTIMISED IMPRESSIONS

7,500,000 imp
$1,250 / $0.17 cpm
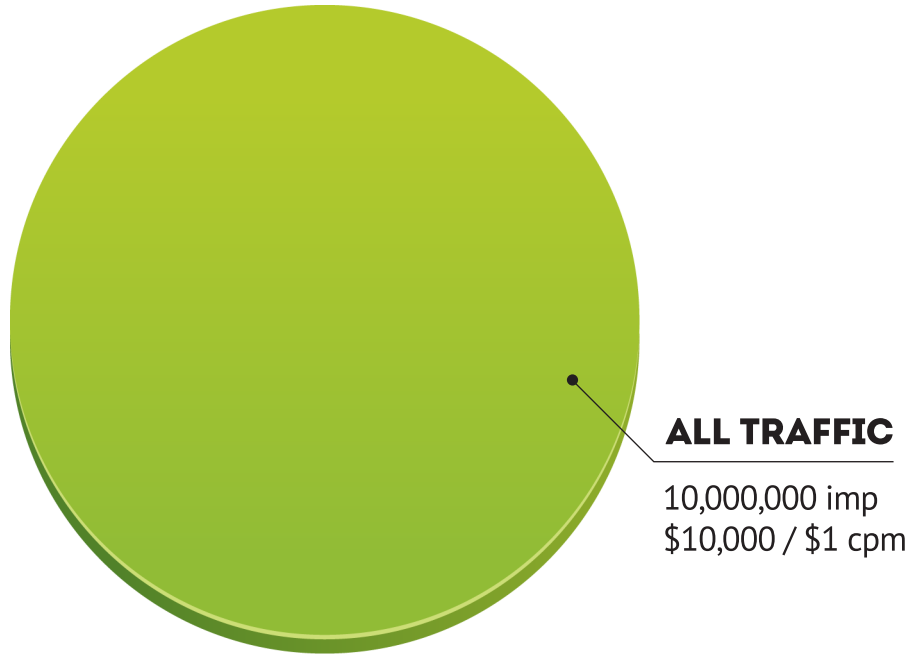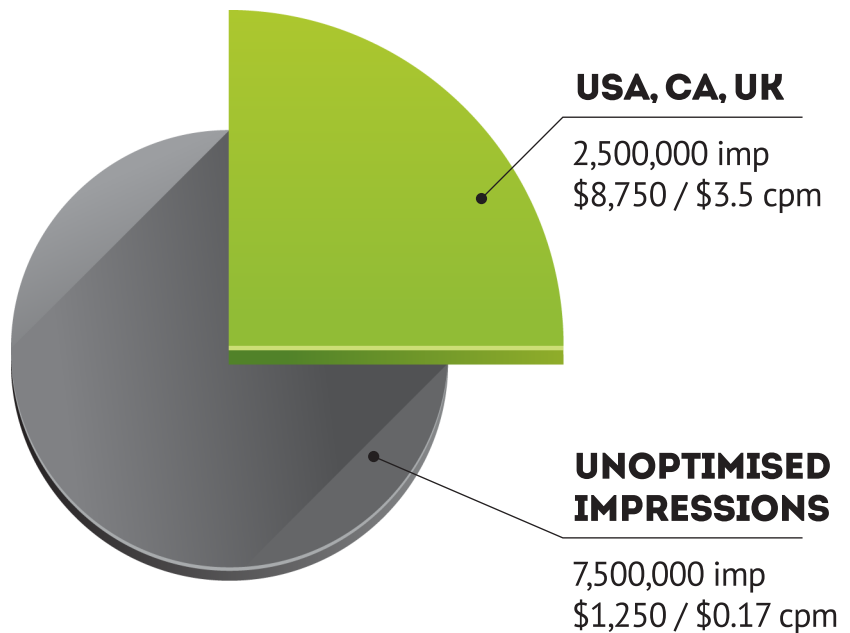
WHAT WE DO?

We know how it really works from inside - up to 75% of ad inventory remains unsold or sold cheaply. We optimize ad sales to make sure you earn most out of this.
We can lift your ad revenue by 50% or more.

Rest of World

LATAM

USA, CA, UK, AU

ASIA

EU

GP OPTIMIZES INVENTORY

10,000,000 imp
$15,000 / $1.50 cpm

+50% INCREASE

WHO WE ARE

Generation Premium has been optimizing advertising inventory for music websites for over 15 years. We manage over a billion impressions a month for dozens of select sites such as ultimate-guitar and lyricsmode and have been able to consistently double CPM rates for our partners.

We have learned the hard way how to maximize revenue for some of the most difficult traffic. Many popular, community-driven and general interest sites suffer from a high pageviews/visit ratio, short session lengths and a large number of repeat and international visitors. While others may find this traffic to be secondary or too complicated to monetize, this is what we do. We have built and grown our business and those of our partners by actively managing and controlling what ads to sell where and at what time.

Our extensive experience has allowed us to build direct, personal and preferred business relationships with hundreds of networks throughout the world, which provides us with first-hand knowledge about their rates and impression availability throughout the world. Our highly-skilled team personally and manually audits your ad inventory on a daily basis, which allows us to determine which network will pay you the top CPM today in each geo-markets.

Fancy algorithms and technologies cannot automatically optimize and manage your inventory. You need real people who understand your unique business and have the experience and relationships necessary to solve the hard problems.

This is who we are. This is Generation Premium.