PUBLISHER SUCCESS

Scaling MajhiNaukri

RediAds helped MajhiNaukri improve fill rate, add incremental backfill revenue, and scale monetization with a single-script setup alongside AdSense.

70% FILL RATE

+20% REVENUE

+5% INCREMENTAL REVENUE

EXECUTIVE SUMMARY

Fill Rate	70%
Revenue	+20%
Incremental Revenue	+5%

ABOUT PUBLISHER

MajhiNaukri is a leading regional job portal in India, catering to a large audience of job seekers across local markets. With a strong presence in regional content and consistent web traffic, the platform serves a highly engaged user base looking for employment opportunities. As a regional publisher, maximizing monetization while maintaining user experience and existing revenue streams is critical to sustaining growth and improving yield across its inventory.

THE CHALLENGE

MajhiNaukri faced challenges in achieving optimal fill rates due to its regional inventory, which limited access to premium demand sources. A significant portion of impressions remained unmonetized, impacting overall revenue performance. Additionally, the publisher relied heavily on AdSense and required a solution that could improve monetization without disrupting existing ad setups or user experience.

THE SOLUTION

RediAds implemented a fallback monetization strategy combined with rich media formats, delivering a single-script integration for seamless deployment. Using Bubble Ads, RediAds enabled high-impact yet non-intrusive ad experiences, significantly improving fill rates. Additionally, a backfill setup was introduced to monetize unsold inventory without interfering with AdSense ads, ensuring incremental revenue growth.

THE RESULTS

70% Fill Rate

+20% Revenue

+5% Incremental Revenue

Bubble Ads achieved a 70% fill rate. Overall revenue increased by 20%. Backfill added 5% incremental revenue. Existing AdSense performance remained stable. RediAds enabled MajhiNaukri to unlock incremental revenue through a simple, single-script integration, combining fallback demand with high-impact

By combining programmatic demand with curated supply-side optimization, RediAds enabled higher yield and stronger auctio