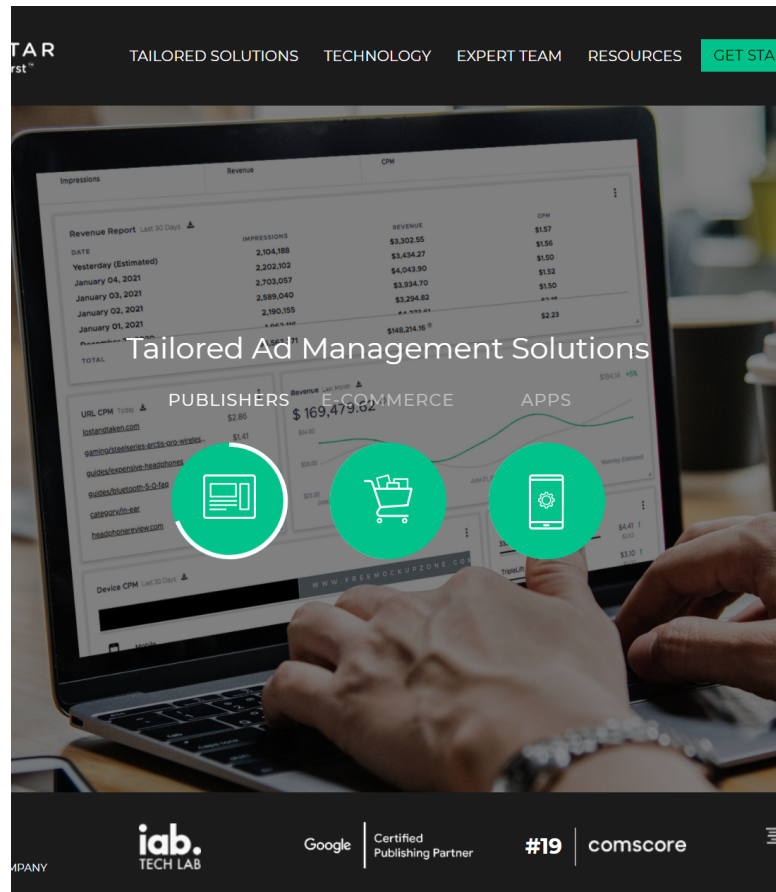


## CASE STUDY

# How we monetized 1.4 billion adblock pageviews for Freestar



### The Challenge

Founded in 2015, Freestar is one of the world's largest publisher monetization platforms and holds the 21st position on the US Comscore Top-50 Multi-Platform Property rankings. The challenge in implementing adblock recovery for them was doing it efficiently for the hundreds of publishers that trust Freestar to manage their ad operations.

### The Approach

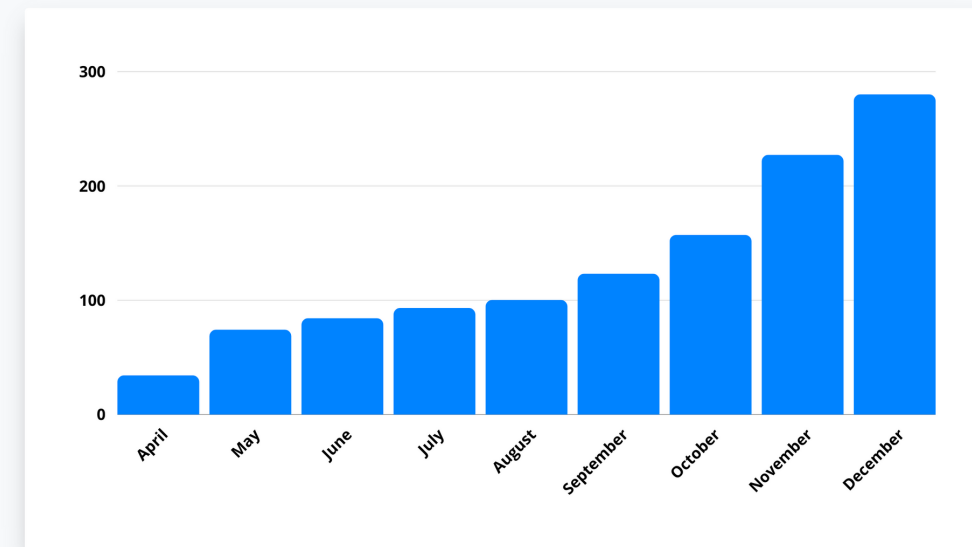
To simplify onboarding for Freestar, Blockthrough supplied a custom integration code, which Freestar includes in their loading script as a default asset. This way, every new Freestar publisher is ready to activate adblock recovery out of the box. Every Monday, Freestar sends Blockthrough a list of new publishers, which Blockthrough launches by the end of week using a streamlined onboarding process.

### The Result

The script and process optimizations enabled Blockthrough to significantly ramp up the count of Freestar publishers who are live on the platform (see chart). In 2020, Blockthrough helped Freestar successfully monetize a total of 1.4 billion adblock pageviews, while delivering a 1483% lift in adblock revenue and a 40% lift in adblock Page RPM. As a result, Blockthrough helped Freestar achieve seven-figure revenue recovery in the year, demonstrating the scalability of Blockthrough's solution.

*"Freestar is thrilled with the results we have achieved through our partnership with Blockthrough. The implementation is ultra turnkey, light on the page, and allows us to recover significant adblocked revenue."*

— Matt Burgess, VP of Revenue Operations, Freestar



**Average Freestar publisher sites live by month on Blockthrough (Apr-Dec, 2020)**