



From Inspiration to Optimization

DIY Photography's Ad Revenue Evolution Through Adnimation

The most influential digital platforms are born from a blend of passion, expertise, and a desire to elevate an entire creative community. Such was the case for DIY Photography (DIYP), founded in 2006 by Udi Tirosh - an entrepreneur, photography inventor, journalist, educator, and writer with more than 25 years in the photo-video industry.

As a dual-degree graduate in mass media communications and computer science, Tirosh saw an opportunity to create a true one-stop resource for photographers and filmmakers. DIYP quickly became a hub for tutorials, gear insights, industry news, and artist showcases, supported by a team of professionals with over 200 cumulative years of experience.

Today, DIYP remains at the forefront of visual-media storytelling, connecting enthusiasts and professionals alike. But even with a thriving audience and respected brand, the platform needed a more efficient, reliable approach to ad monetization; one that matched the quality and consistency of its editorial mission.

After working with various ad networks over the years, DIYP needed a partner that could deliver measurable results and transparent performance.

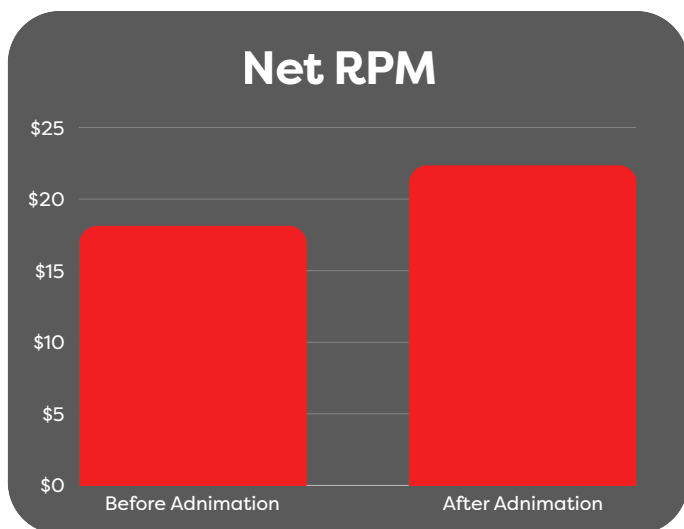
This led them to **Adnimation**.

The Company Wanted:

- Better optimization of display and video revenue
- A trustworthy partner capable of sustaining long-term growth
- Reliable RPM improvements without burdening the team
- A monetization strategy aligned with the site's premium user experience

Results That Click

Adnimation provided full-service programmatic management, optimizing header bidding, strengthening demand sources, and improving both display and video ad placements. Most importantly, Adnimation's hands-on approach allowed DIYP to focus on its core mission while trusting experts to handle the ad stack. The impact was immediate and substantial.



What makes Adnimation stand out for DIYP is not just the numbers, but the partnership behind them. Adnimation's transparent reporting, active communication, and reliable performance have given DIYP the freedom to plan further ahead, explore new content initiatives, and scale strategically.

The Results:

- **23% Increase in Net RPM**
 - Benchmark net RPM rose from \$18.13 to \$22.36 after rev share.
- **43% Average Increase in Total Daily Revenue**
 - A significant leap that unlocked stronger financial stability.
- **63% Average Increase in Daily Display Revenue**
 - Optimized placements and improved demand led to massive display growth.
- **25% Average Increase in Daily Video Revenue**
 - Strengthened video monetization delivered predictable, repeatable gains.

A Partnership Built for the Future

DIY Photography's journey with Adnimation shows how the right monetization partner can elevate a mature, respected publication into its next phase of growth. With stronger revenue streams and a dependable ad infrastructure, DIYP is better positioned than ever to continue inspiring photographers and filmmakers worldwide.

For publishers seeking a partner that delivers higher revenue, reliability, and real human support, DIYP's experience with Adnimation demonstrates just how transformative the right collaboration can be.