

CASE STUDY:

## Publisher Achieves \$50,000 Q4 Revenue Surge with First-Party Data

Site: Anonymized For Privacy | Publisher: 'Adam' (alias)

Niche/Category: 'News/Politics' | Tags: 'Newsletter, Articles, Discussion'

### Overview

As digital publishing undergoes a significant shift away from third-party data, innovative publishers are leveraging first-party data to drive engagement and revenue. This case study explores how a digital publisher, “Adam” (alias), transformed his business by implementing a first-party data strategy powered by Ezoic’s ezID platform, leading to a \$50,000 increase in Q4 2024 revenue. He now maintains greater self-reliance over his revenue and traffic.

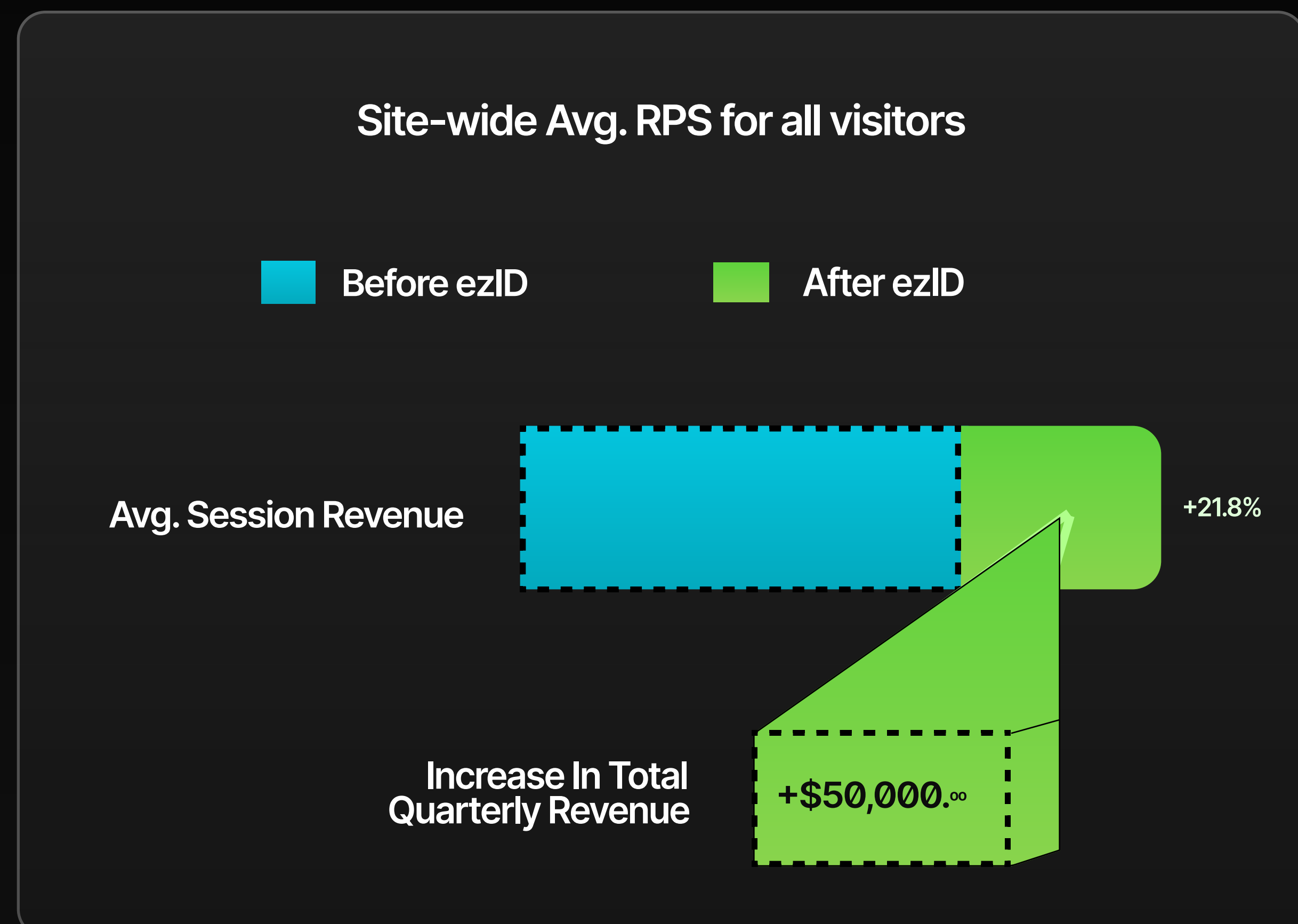
### The Challenge

Adam operated a history-focused digital publication, primarily relying on SEO-driven organic traffic. However, by late 2023, he experienced a decline in search traffic, worsened by Google’s algorithm updates in 2024. His revenue, once dependent on third-party ad targeting, was also affected by industry-wide changes limiting cookie-based tracking.

### The Strategy: Owning Your Audience 2.0

Recognizing the growing value of first-party data, Adam pivoted his strategy to direct audience ownership and monetization. The publisher saw an opportunity to reduce reliance on Google Search via his newsletter and social platforms, but was intrigued by the opportunity to gain a similar type of freedom over his revenue models. Reading about **ezID** led Adam to explore implementing first-party data using Ezoic’s platform to connect his lists to popular identity providers advertisers use for programmatic advertising. To accomplish this, his key initiatives included:

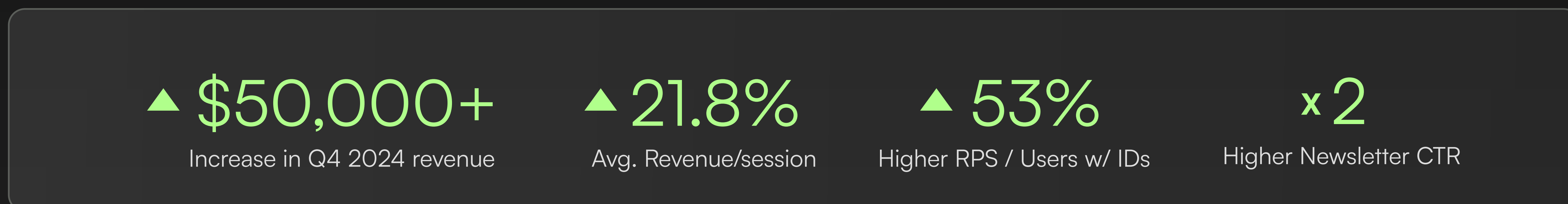
- Rebranding his history site into a niche news and media platform catering to Trump supporters, capitalizing on increased political engagement during the 2024 election cycle.
- Integrating Ezoic’s ezID, a first-party data identity solution, to enable advertiser-matched targeting and higher ad revenues.
- Leveraging paid social media and email marketing, testing different content formats, and refining audience segmentation based on user engagement.
- Building an email subscriber base, growing to 600,000+ engaged users, with daily email campaigns generating \$38,000—\$68,000 per month.



### Technical Analysis

The publisher implemented ezID by working with Ezoic’s team to implement unique identifiers across md, sha256, md5, and sha1 one hashing protocols to maximize the coverage across respective compatible user identity protocols on the demand, or advertising, side of programmatic buying. The publisher synced their list and Ezoic hashed the emails and allocated IDs; allowing the list to remain private and secure in the publisher’s possession. These IDs were applied on site from logged in users by pairing the unique ID provided by ezID to the account’s user ID on the site. Parameters were also applied as a shortcode or variable inside the publisher’s email provider so that all newsletters sent included embedded links unique to the user email. This allowed the site to provide first-party data to advertisers for the majority of traffic on the site.

### Results



### Key Takeaways

- 1 | Prioritizing logged-in users: Encouraging account creation and newsletter signups to collect valuable first-party data.
- 2 | Segmenting and targeting effectively: Identifying high-value audience groups and tailoring content accordingly.
- 3 | Investing in identity-based monetization: Using solutions like Ezoic’s ezID to unlock premium advertiser demand.