

Ezoic Certified by Google's AdSense, Helping Publishers Make More Money
Automated Layout Testing Technology Improves Site Income by 260%

SAN DIEGO, CALIFORNIA, September 12th, 2014 – Ezoic announces certified partnership with Google AdSense - making Ezoic's automated site layout and advertising revenue improvement technology available to all AdSense publishers. On average, content sites using Ezoic more than double AdSense revenue and also see improved search rankings.

Ezoic is the first and only US headquartered company to be selected and certified by Google AdSense to help its publishers. Ezoic's automated testing technology generates new website layouts and ad positions to improve user experience and revenue.

"We are thrilled to be partnering with Google AdSense and are looking forward to working closely with their team. Existing AdSense publishers have already seen such dramatic results that we think the formal partnership is a true win for everyone" said Ezoic's Founder & CEO, Dwayne Lafleur "At Ezoic, our aim is to free up publishers from the drudgery and complexity of experimenting with their ad positions, layouts and mobile sites, so they can focus on their content.

Everyone knows that content is king, but page layout comes a very close second." Added Lafleur.

--Ends --

About Ezoic:

Ezoic is the world's largest multivariate testing platform that automatically improves a site's layout based on users' actions on mobile, tablet and desktop. Ezoic offers content publishers a must-have tool that makes creating and testing thousands of variations effortless - regardless of what technology or CMS is used. With both user experience and revenue optimization across all devices, Ezoic meets the diverse needs of any content website looking to improve their traffic or revenue.

For further information, visit www.ezoic.com.

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