



Driving Traffic & Monetization of Mobile Social Media

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Introduced at Inside AdSense in Japan and in the US



モバイル版コンテンツ向け AdSense 成功事例 「掲示板ミクル」様

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先日のモバイル版コンテンツ向け AdSense はリリース以降、数多くのモバイル向けウェブサイト運営者様に導入いただいております。本日はモバイル版コンテンツ向け AdSense をご活用、いただいております 掲示板ミクル様 (mikle.jp) に、導入のきっかけと、導入後のご感想を伺いました。

はじめに、今回のような目的でモバイル版コンテンツ向け AdSense の導入を決定されたのでしょうか？



「au 公式サイトでもあるミクル掲示板は、ダイエット、美容、恋愛といった様々なテーマの掲示板があり、それぞれの話題に関心の高い利用者が月間 100 万人以上利用しています。ミクル掲示板はケータイサイトでは数少ない CGM (Consumer Generated Media - インターネットを活用して主にコンシューマーが内容を生成していくメディア) で、サービス開始当時 (2005 年 11 月) からコンテンツマッチ広告の導入を検討していました。しかし、当時ケータイ版コンテンツマッチ広告プログラムは存在していなかったため、今までは他社の広告プログラムを導入していました。

約 2 年前のサービス開始時から自動的にコンテンツに関連した関連性の高い広告が表示される AdSense への期待は非常に大きかったので、今回のモバイル版コンテンツ向け AdSense の開始と同時に導入しました。」

現在のモバイル版コンテンツ向け AdSense のパフォーマンスにはご満足頂いておりますでしょうか？

「他社の広告プログラムから切り替えた結果、予想以上のパフォーマンスに驚きました。また、管理画面も他社に比べ非常に使いやすく、広告管理の手間も劇的に減りました。」

Meet mobile publisher Mikle



In September, we introduced [AdSense for mobile content](#) to provide a simple solution for increasing revenue from your mobile sites. We recently interviewed Jaehong Lee from Japanese mobile site [Mikle](#) to find out more about his experience with using AdSense for mobile content.

Currently, Mikle's bulletin boards attract over a million unique visitors each month. With user-generated content ranging from entertainment to nutrition, Jaehong had been looking for a manageable way to monetize Mikle's mobile pages. He found his answer when he began using AdSense for mobile content this year.

Jaehong highlights the performance and convenience of AdSense for mobile content, stating that "the performance of AdSense has been way better than our expectations. Moreover, the features for managing ad performance are easier and more convenient than other ads services. It saves a lot of effort for us in managing and monitoring ads."

With features such as editorial review and the Competitive Ad Filter, AdSense for mobile content has saved Mikle substantial time. Jaehong explains, "We hire people to check all messages and comments posted on our site. The cost of this work was significant... AdSense for mobile content's great performance lets us be free of a lot of work from managing ad performance. We now have firm profitability and can concentrate our resources on the efforts of service development and operation improvements."

To learn more, please visit our new [AdSense for mobile content page](#).

- About Mikle Inc.
- Mobile Social Media “Mikle”
- Best Practices for Mobile AdSense
- Stats of Mobile AdSense

Our Mission



- to leverage people's knowledge and enable people to find and share useful information.

- E-mansion.co.jp
 - No.1 “mansion” social media in Japan
 - 640,402 UV / month
 - 18 million PV / month
 - Started in 2001 as a personal project
 - Started to use AdSense in April 2004
 - The only place where you can find transparent info about “mansion”



The screenshot shows the homepage of E-mansion.co.jp, a real estate social media platform. The page features a navigation bar at the top with the site's logo and various utility links. Below the navigation, there are several promotional banners and a main content area with multiple articles. The articles are organized into sections, each with a title, a brief description, and a 'Read More' link. The layout is clean and professional, with a focus on providing real estate information and community support.

- FeedWind.com
 - Easy to create and customize your own widget based on any RSS format including blog, podcast and video
 - Just copy & paste to embed on your web page
 - Impression on partner site : 40 million impression / month



The screenshot shows the FeedWind.com website interface. The header includes the FeedWind logo and navigation links. The main content area is divided into several sections:

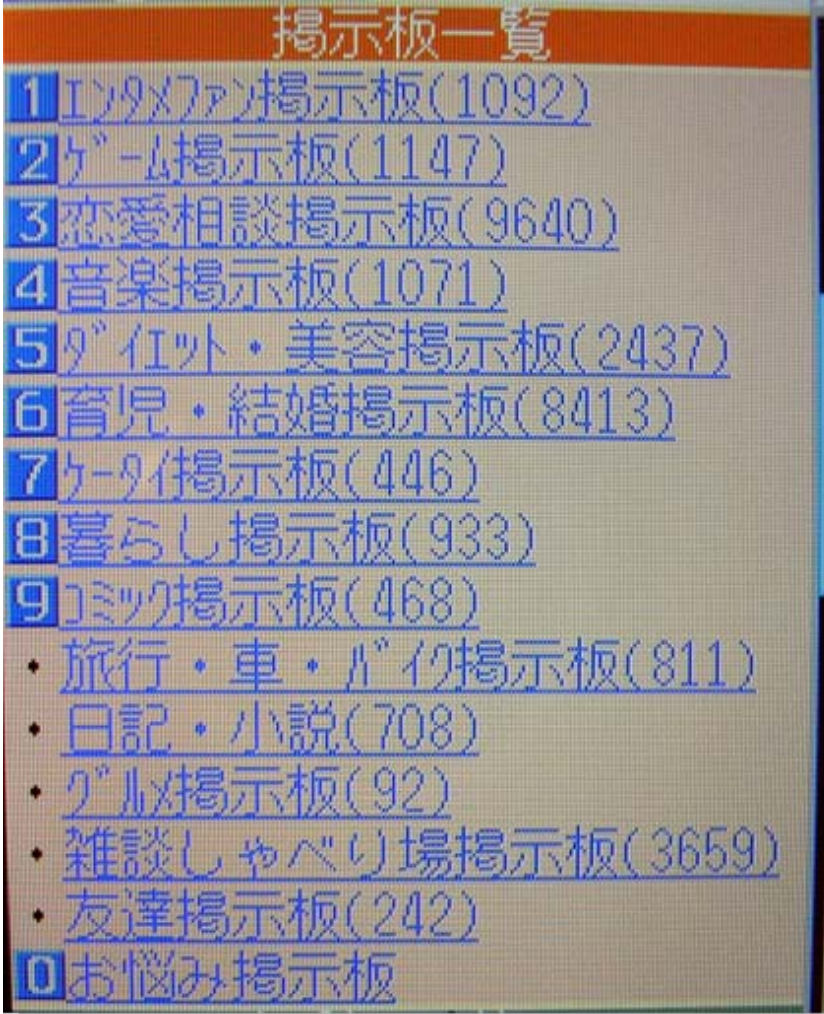
- RSS (ATOM) のURL**: A section for creating an RSS feed, with a text area containing the following code:

```
[start feeding code ->]
<?xml version="1.0" encoding="UTF-8" ?>
<rss xmlns:mikle="http://www.mikle.com/feeds/mikle/"
xmlns="http://www.w3.org/2005/Atom" >
  <channel>
    <title></title>
    <link href="http://www.mikle.com/feeds/mikle/" />
  </channel>
</rss>
```
- プレビュー**: A preview section showing a sample of the RSS feed output.
- テンプレート**: A section displaying various widget templates for different content types, such as "FeedWind" and "RSS".

The footer contains copyright information and contact details.

Mobile Social Media “Mikle”

- Started in Nov 2005
- Monthly PV: 129,093,881 PV
- Monthly UV: 2,364,834 UV
- 15 Categories



掲示板一覧	
1	Eメール掲示板(1092)
2	ゲーム掲示板(1147)
3	恋愛相談掲示板(9640)
4	音楽掲示板(1071)
5	ファッション・美容掲示板(2437)
6	育児・結婚掲示板(8413)
7	ケータイ掲示板(446)
8	暮らし掲示板(933)
9	ミック掲示板(468)
	• 旅行・車・バイク掲示板(811)
	• 日記・小説(708)
	• グルメ掲示板(92)
	• 雑談しゃべり場掲示板(3659)
	• 友達掲示板(242)
0	お悩み掲示板

Demographic Data (Age)



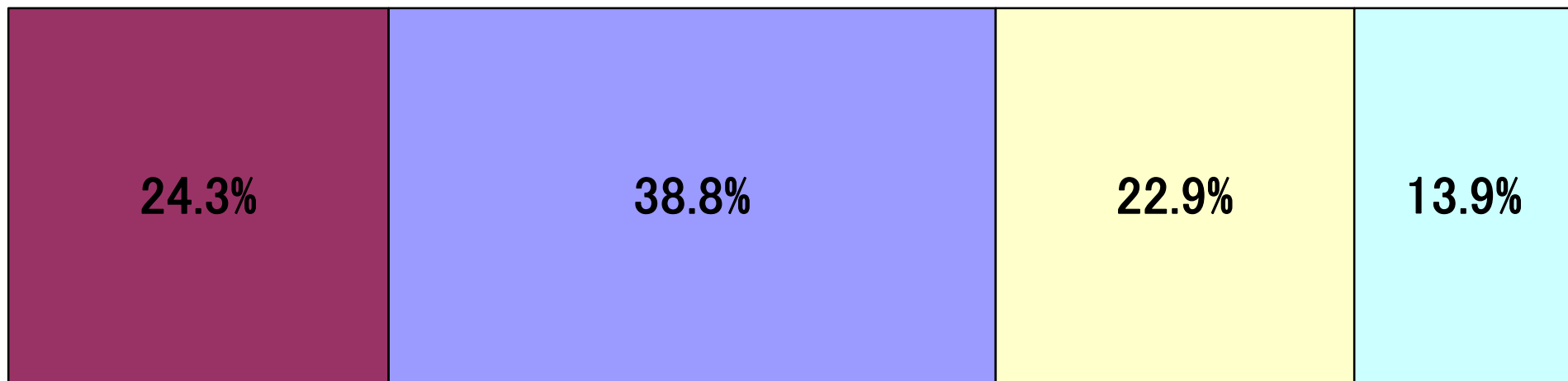
■ 10 ■ 20 ■ 30 ■ 40+

24.3%

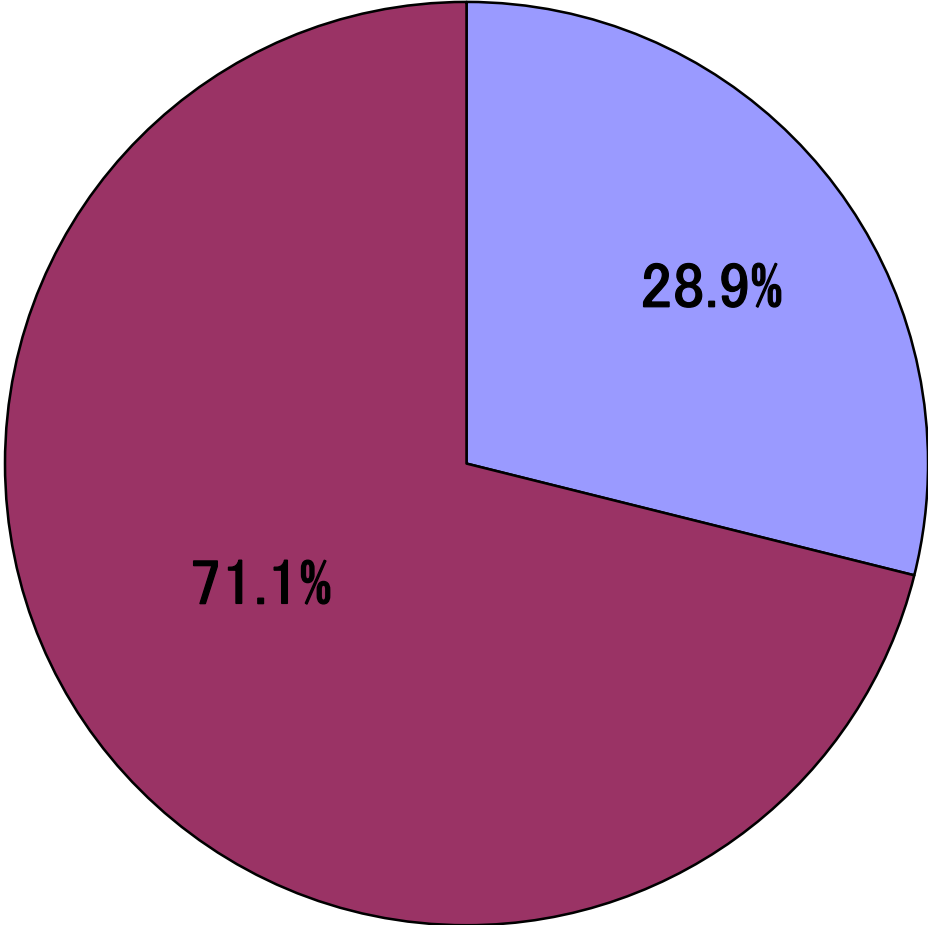
38.8%

22.9%

13.9%



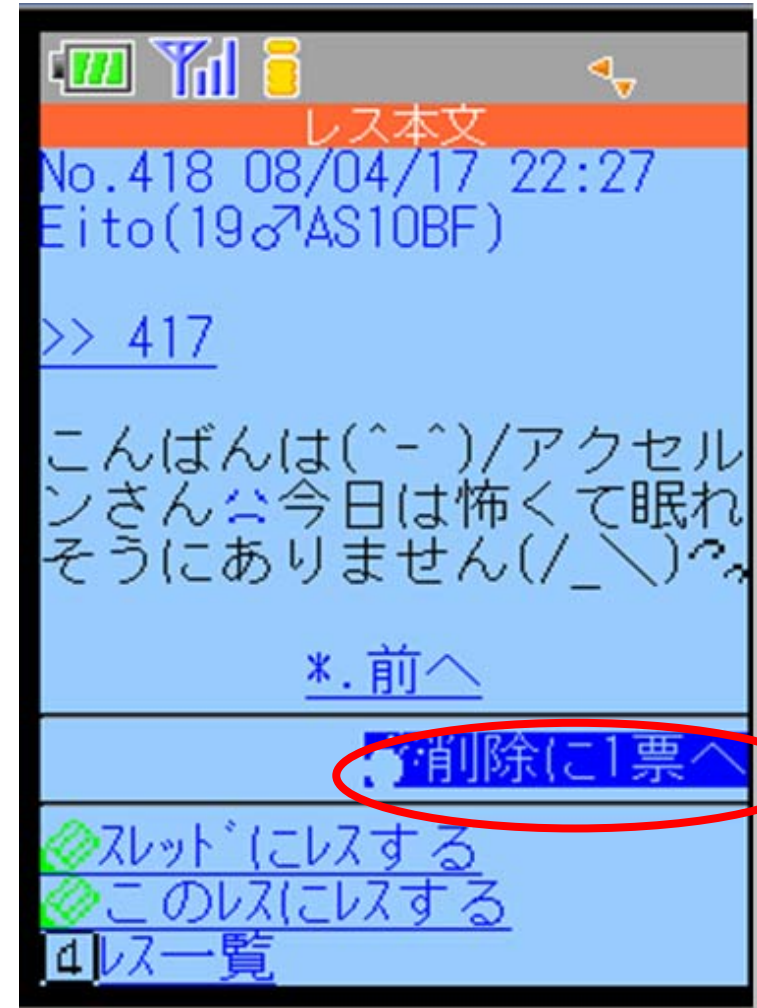
Demographic Data (Gender)



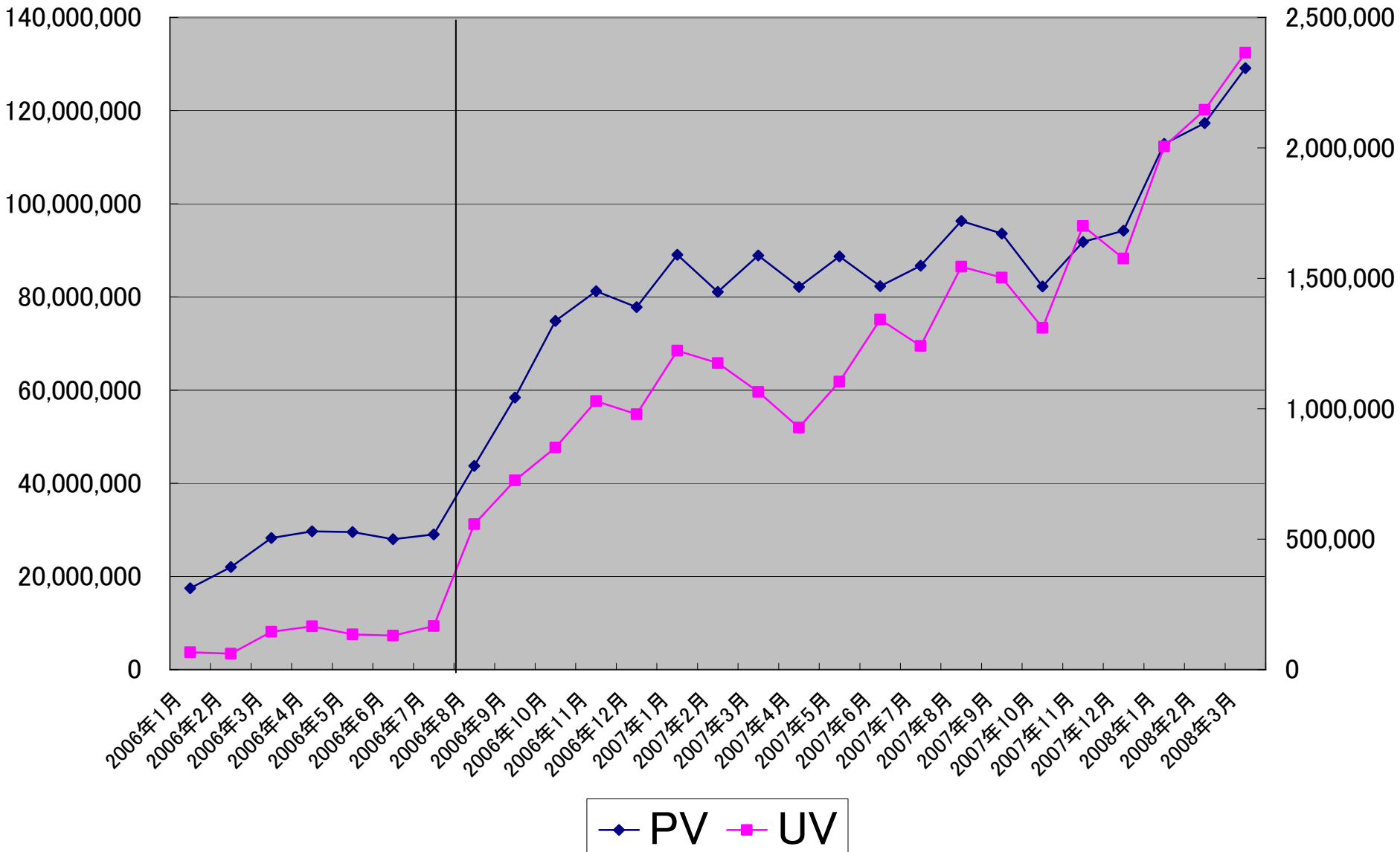
Male Female

- 1 ID / 1 Devices
 - Need to authenticate using device ID whenever you make action (navigate, post, delete button)
 - If you get penalty, you can't use "Mikle" during certain period based on the frequency of abuse.

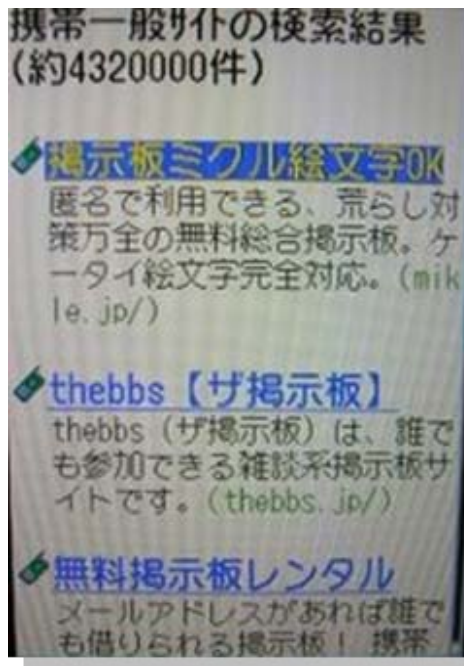
- Content review & report by users
 - Most inappropriate contents are deleted automatically based on users participation and filtering algorithm.
 - Reviewed by operators daily basis.



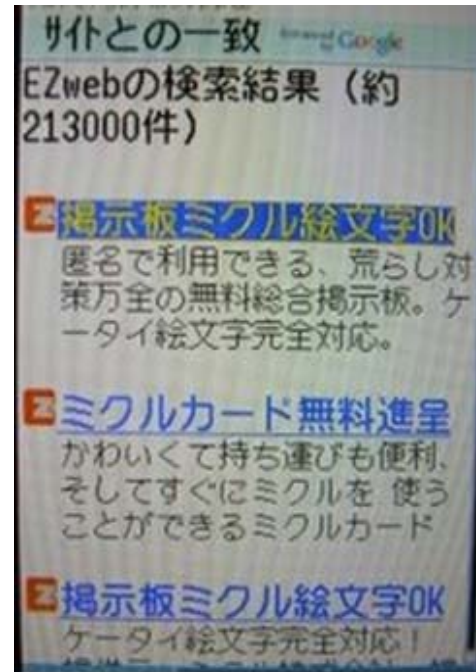
Became AU official content in August 2006



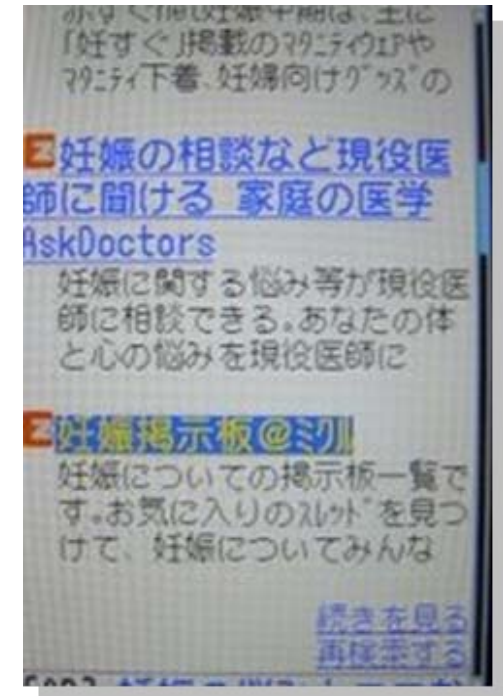
Highly Ranked in Google Mobile Search



No.1 in “bbs” SERP



No.1 in “mikle” SERP



No.3 in “pregnancy” SERP

Top 10 keyword from search engine traffic (March 2008)



1. 掲示板 (bbs) 2.40%
2. ミクル (mikle) 1.10%
3. 攻略 (tactic of games) 0.90%
4. 妊娠 (pregnancy) 0.70%
5. ダイエット (diet) 0.50%
6. 無料 (free) 0.50%
7. 着うた (ring tone) 0.40%
8. 無料着うたフル (free ring tone) 0.30%
9. 2チャンネル (2 channel) 0.20%
10. 恋愛 (love) 0.20%

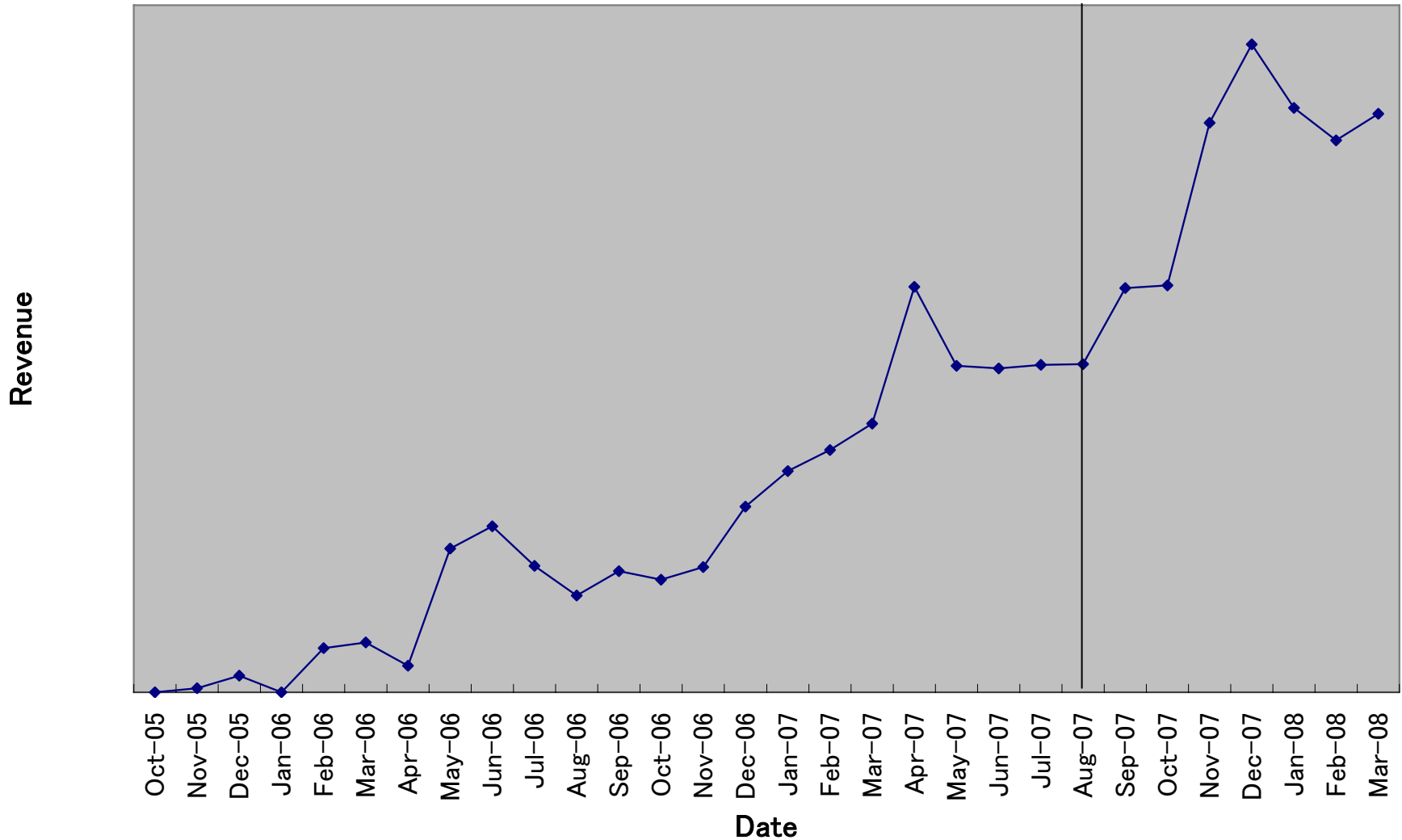
The Longest Tail



Query



Mobile AdSense as main ads program in August 2007



- Policy
 - Relevancy
 - Neutrality
- Simple & Easy (Efficiency)
 - to implement
 - to manage
- Performance (Revenue)

- Tags in limited display area for relevancy

いつの間にやら… おなかタブタブ三段腹💧 あご下に肉の固まり💧 頷いたら二重アゴになるから頷けない🙄

わーん🙄こんなんじゃ水着きれない🙄

夏に水着着るために👉自分に自信つけるために👉ダイエット成功させてこの春をイメチェンの春にすることを誓いまーす🙏

一緒に頑張ってくれるお仲間募集中です💕💕

↓ 関連スルを検索

22: [日記](#) [三段腹](#) [二重アゴ](#)
板: [ダイエット仲間募集](#)

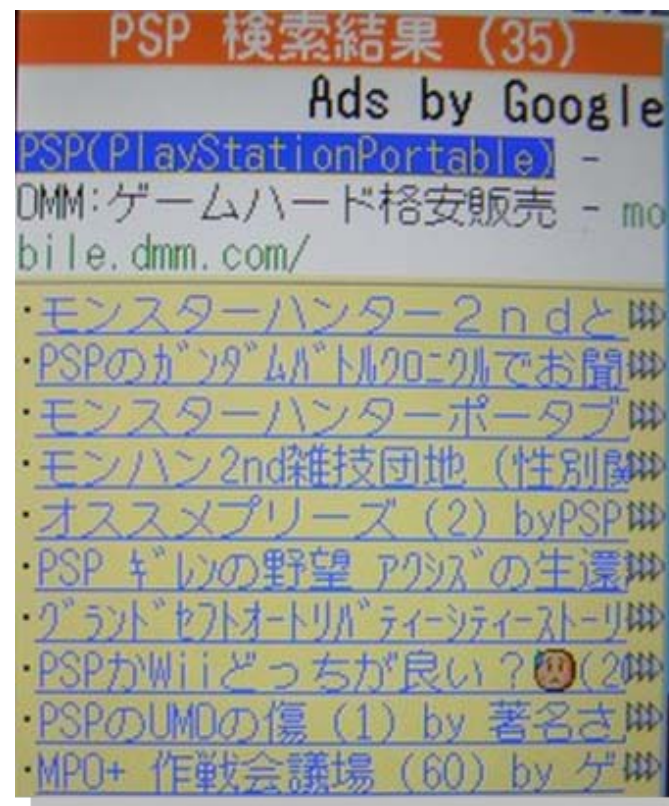
モンスターハンター2
1ndと2nd Gについて
No. 5680 (7117 hit)
匿名さん(匿名)
08/03/02 08:04

このスレではモンスターハンターポータブル2ndと2nd Gの攻略
2nd Gは発売したら攻略しましょう
2nd Gの情報も歓迎します
なにも気にしないで入ってください

↓ 関連スルを検索

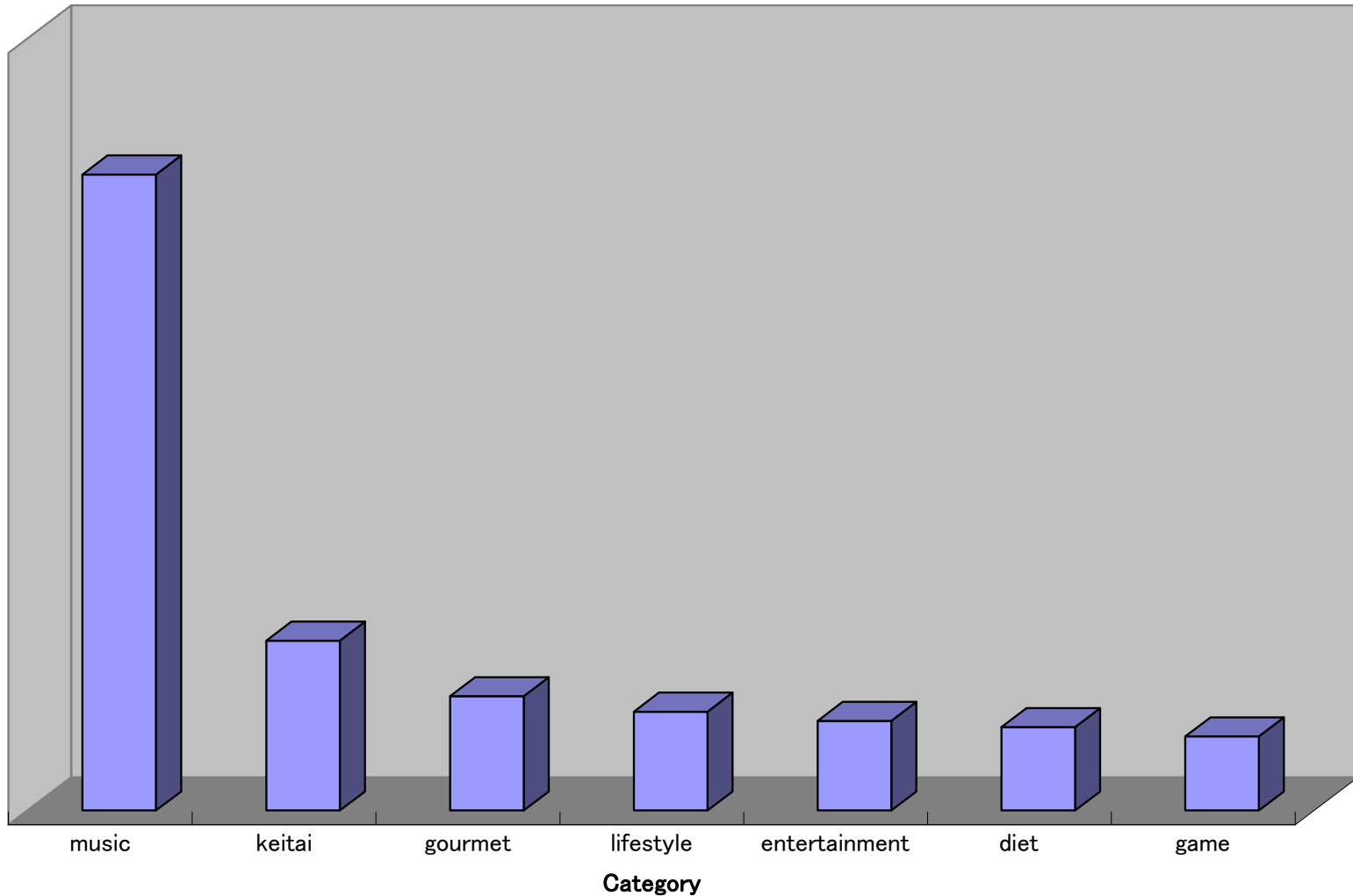
22: [PSP](#) [モンスターハンター](#) [モンハン](#)
板: [プレイステーション](#)

- Clickable tags to Search Result Page
 - CTR: 6 times higher than content page



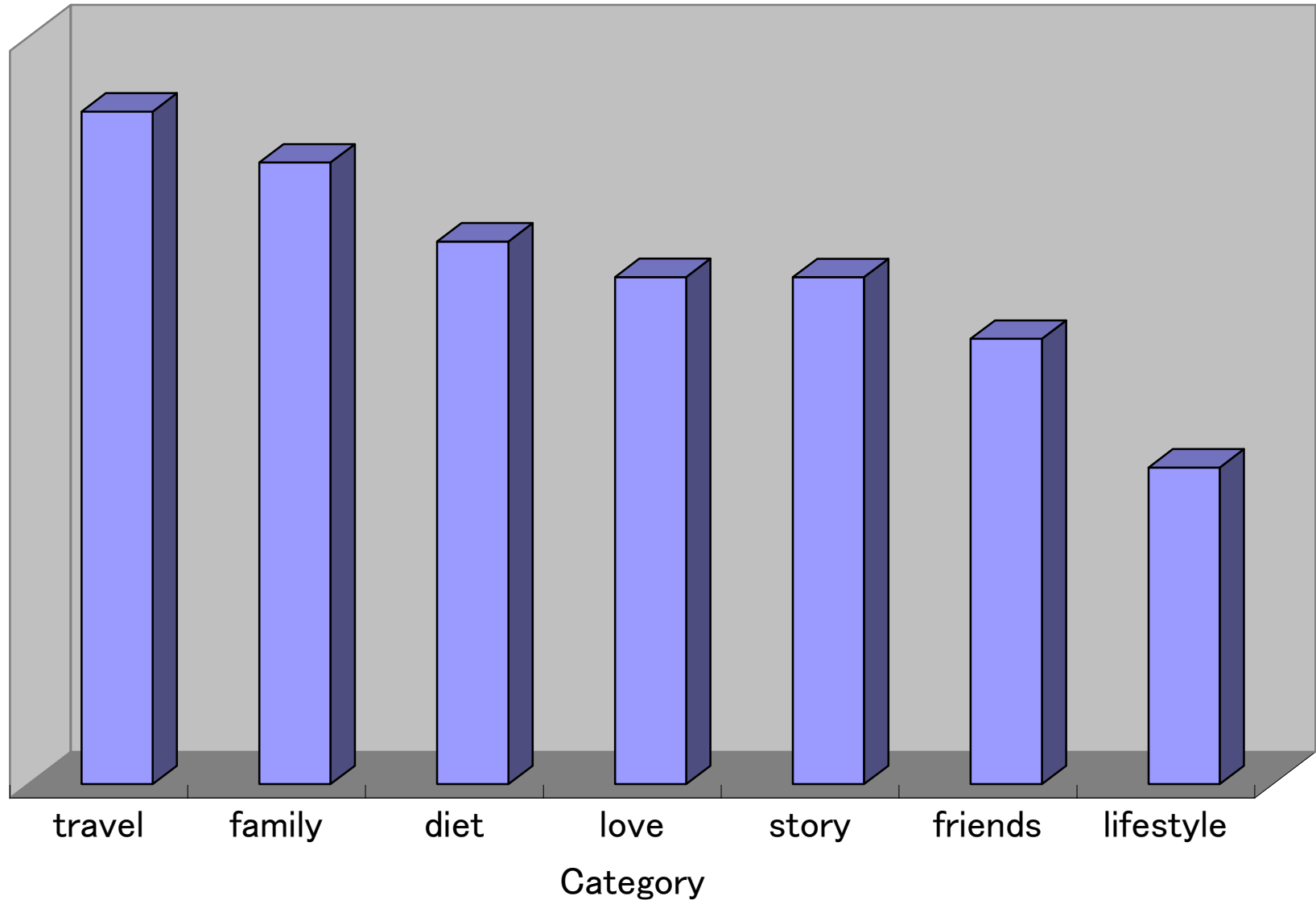
Stats of Mobile AdSense

Top CTR Categories

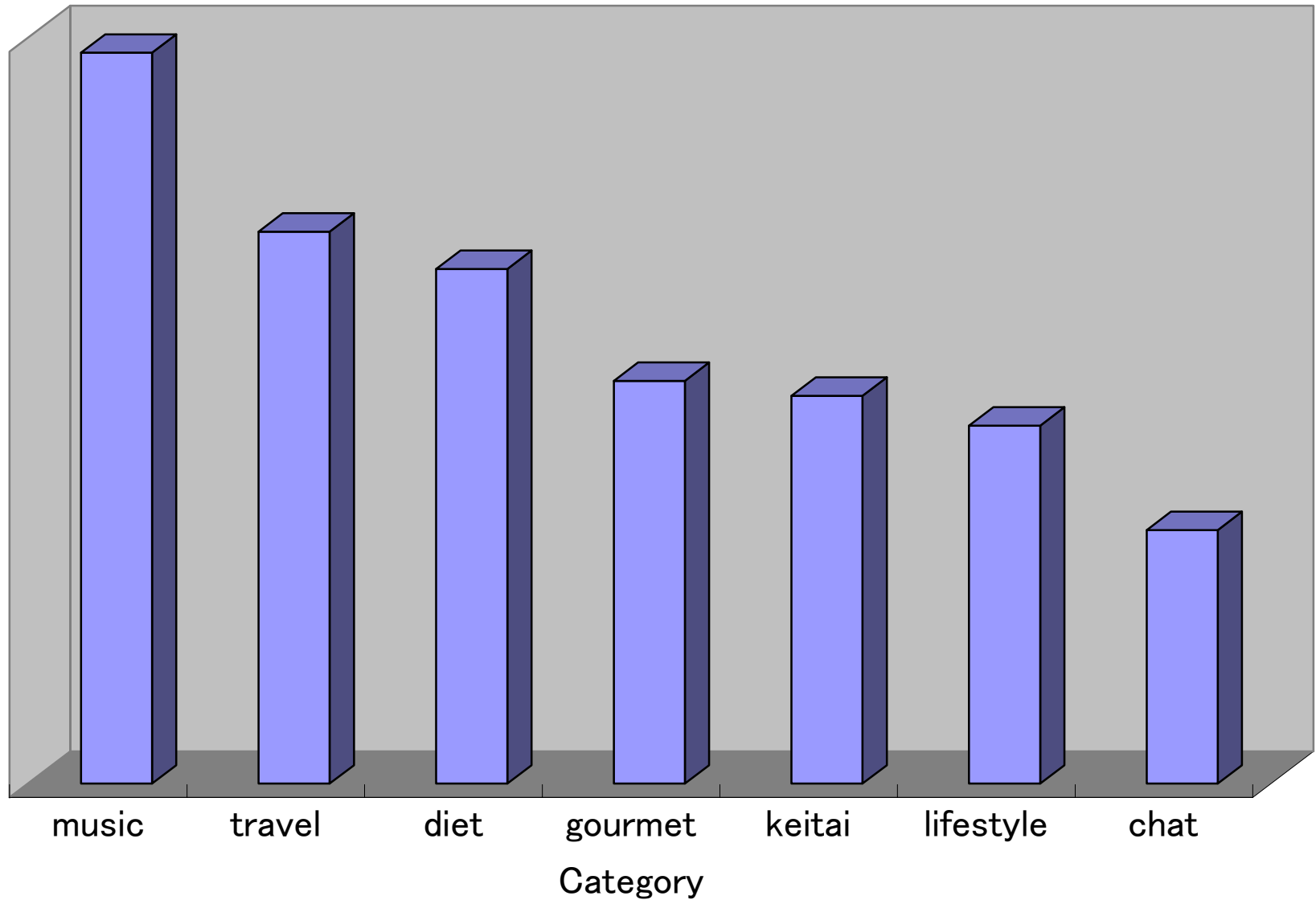


Ring tone ads in music & keitai categories are definitely the highest CTR ads

Top CPC Categories



Top eCPM Categories



What's Next?



- Footer & Double Unit
- Graphic Ads
- Mobile AdSense for imode
- Placement Ads
- National Clients
- Analytics for Mobile Media
- Global Expansion

Thank you

Jaehong Lee

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