‘Publishers take back control of their real programmatic revenue’

The PubGuru publisher analytics platform is the latest offering from the MonetizeMore team that has been established for the past 10 years. A global technology company with over 130 team members across North America, Europe, Southeast Asia & Latin America. MonetizeMore’s divisions have grown to fuel a $20 million dollar enterprise from it’s core offering of ad operation services in 2010 to the addition of owned & operated publishing properties and now the proprietary software solutions collected under the PubGuru brand.

As an early pioneer of the ad optimization model, MonetizeMore has partnered to monetize over 3 billion monthly pageviews with hundreds of media companies across North America, Western Europe & Latin America to deliver millions of dollars of growth for its partners.

PubGuru’s core mission is to empower publishers to take control of their advertising revenue. Following an enormously successful beta with select premium publishers, PubGuru is ready to bring a full suite of innovation to the market. Publishers will enjoy a complete solution including a smart notification engine, header bidding management, unified ad network reporting, revenue discrepancy monitoring, ad revenue attribution and invalid traffic detection & blocking.

Kean Graham, CEO & Founder of MonetizeMore, has brought together the very best minds in ad engineering to deliver on his vision of empowering ad monetized publishers.

“We’ve seen a trend towards publishers becoming more capable in terms of ad optimization. This is driven from a greater requirement of ad inventory ownership and transparency. Almost every ad ops tech partner does not allow publishers to use their own ad servers and they give minimal reporting transparency. Of the stats that they do provide, they tend to merely be estimates rather than real revenues that publishers get paid on. PubGuru is designed to work with the publisher’s ad server account and provides full transparency of ad revenue stats based on payable numbers.”

Learn how publishers are taking control of their ad inventory with PubGuru. Visit our website [PubGuru.com](https://www.pubguru.com/?utm_source=press-release&utm_medium=prweb&utm_campaign=pubguru-launch) for more information.

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MonetizeMore© - Realize your ad revenue potential

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