

Coffee Concierge earned \$8.71 eCPM and boosted earnings with Amazon Native Shopping Ads

“Native Ads provide your readers with an easy, unobtrusive way to see products relevant to the individual pages of your website. It has a clean look, shows relevant products, and is responsive... meaning your readers will very likely find it useful. Everybody wins!”

Benji , Creator of Coffee Concierge

Coffee Concierge is a website that started out as a platform for learning to make great coffee at home. The site is all about the equipment used to make great coffee and has coffee maker reviews, brewing guides, coffee recipes and more.

Challenge

Benji, the creator of Coffee Concierge wanted to find a way to increase his earnings using a time and cost-efficient ad solution that didn't disrupt the end user experience.

Solution – Native Shopping Ads

Benji decided to try Native Shopping Ads because

- It was “unobtrusive” and responsive
- It automatically scans the page's content to show the relevant products in the post

Benji found that it was “really easy to implement”. He copied the ad code of the “Recommendation Ads” version from the Associates Central portal and pasted into his wordpress site using a wordpress Ad Inserter Plug-in.



Nespresso CitiZ C110 Espresso Maker Review

VERSATILITY

The foldable cup holder allows you to pull shots for all cup sizes. It is also programmable to the point of how long you want your extraction time to be. Aside from that, the lack of a frother in this model doesn't make it the most versatile espresso maker.

Score: 3 stars

THE BOTTOM LINE

If you don't have the time, money, or patience to craft your own great-tasting espresso, this machine is very likely the one for you. The consensus is that it makes pretty good espresso quickly and easily with very little maintenance and clean-up. Give it a try and let me know your thoughts!

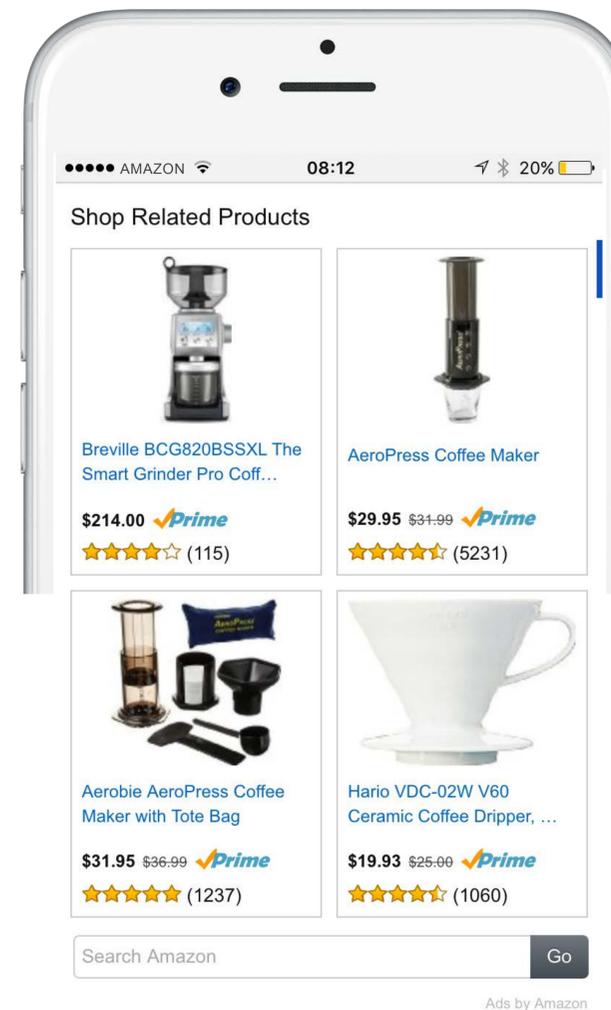
Shop Related Products

 <p>DeLonghi Kmix 15 Bars Pump Espresso Maker, Yellow</p> <p>\$243.99  (87)</p>	 <p>DeLonghi Kmix 5-Cup Drip Coffee Maker, Blue</p> <p>\$156.99  (235)</p>	 <p>Mr. Coffee BVMC-SJX33GT 12-Cup Programmable Coffeemaker</p> <p>\$34.92  (5831)</p>	 <p>Hamilton Beach 12-Cup Coffee Maker, Programmable Brewstation</p> <p>\$32.02 \$69.99  (2549)</p>
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All Search Amazon Go

This resulted in average eCPM of \$8.71 and boosted the affiliate earnings of Coffee Concierge significantly through a single below the fold placement

Performance	
Average eCPM	\$8.71
CTR	3.21%
Conversion Rate	9.37%



For more information about Native Shopping Ads - [Click here](#)

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