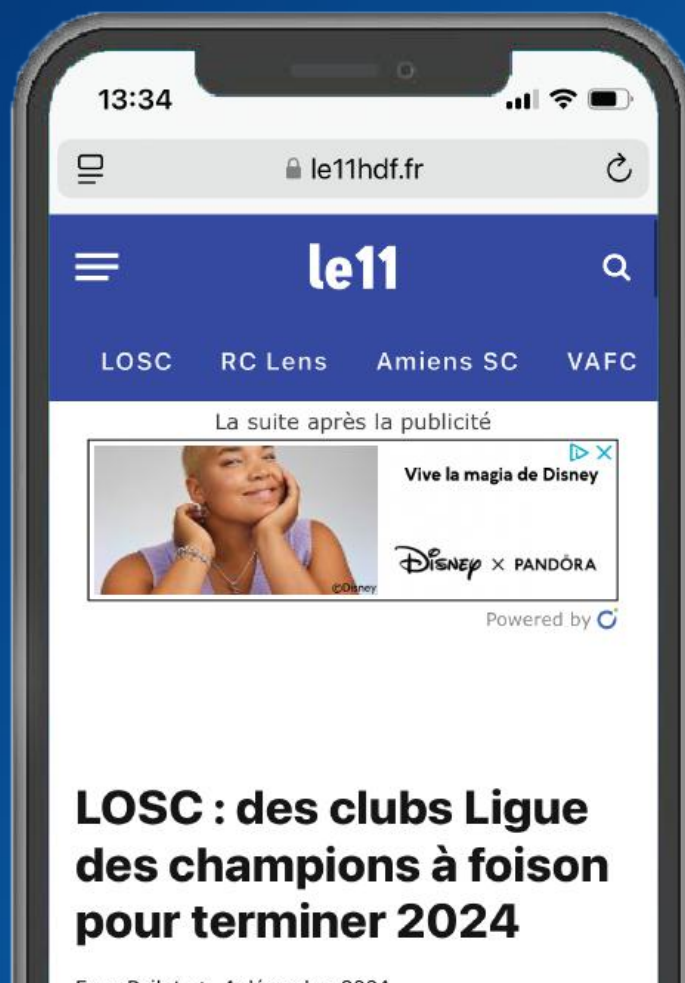


# Ad Optimization and UX: Le11HDF and Opti Digital, a Winning Partnership

## Case Study



# About Le11HDF

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Le11hdf.fr is a leading online media for football enthusiasts in the Hauts-de-France region. It stands out for its focus on **local news about clubs such as RC Lens, LOSC, Amiens SC, and VAFC**, providing comprehensive coverage through exclusive interviews, live results, match summaries, and lively debates.

With an **annual audience of 3 million unique users and 11.5 million page views**, the site attracts attention not only within the Hauts-de-France region but also in major cities like Paris, Lyon, and Marseille.

# The Challenge

Le11HDF began working with Opti Digital in 2021 to **optimize their advertising revenue while maintaining strong Core Web Vitals scores and ensuring a seamless user experience.**

After testing an alternative solution in February 2024, they returned to Opti Digital at the end of the same month, convinced that **our advanced technology and personalized approach** were the key to maximizing their revenue while ensuring an optimal UX and robust web performance.



As part of our collaboration with Le11HDF, we continuously test new advertising optimizations to maximize their revenue while maintaining a smooth user experience.

Among our key initiatives, we have:

- Introduced the **multi-size Billboard Anchor** (flexible formats such as 1000x250, 970x250, 728x90, etc.), perfectly integrated into their page layout.
- Added **new mobile-optimized ad positions** to capture maximum audience engagement.
- Resolved **Cumulative Layout Shift (CLS)** issues to enhance the site's visual stability.

Through these **regular A/B tests** and our **responsive support**, we make informed decisions that enable le11HDF to optimize their advertising monetization while ensuring smooth navigation and maximum user satisfaction.

Our  
Solution

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# Results



Average Uplift in  
**Revenue**



Average  
**Viewability Rate**



Optimized Monthly  
**Impressions**

Our ad script, designed to be both high-performing and lightweight, **effectively protects publishers' SEO efforts**, particularly regarding **Core Web Vitals**. While a typical ad stack weighs around 550 KB and generates between 150 and 200 requests, significantly impacting site load times, Opti Digital has reimagined its solution to offer an **optimized script weighing just 300 KB** with an average of **only 15 ad calls**. This improvement reduces the loading time of ads on mobile by half, while preserving publishers' web performance.

This positively impacts the **FCP (First Contentful Paint)** score, as evidenced by the evolution observed between March and April 2024, when Le11HDF renewed its collaboration with Opti Digital.



Source : Chrome UX Report

# Results

Our technology also improves the **CLS (Cumulative Layout Shift) score** by preventing unexpected content shifts often caused by refreshes. By using a dedicated parent DIV with a minimum height for the ad tags, we ensure a **stable and smooth user experience**.

This optimization has proven effective: between March and April 2024, the CLS score increased from **72% to nearly 84%**, highlighting the success of our solution.



Source : Chrome UX Report

After testing numerous solutions, Opti Digital's proved to be the most effective. Their lightweight and efficient technology generates higher revenues than what we had achieved with other providers, all while maintaining an excellent user experience. The team is also attentive, proactive, and always quick to respond to our various needs.

**Romain Pechon, Editor-in-Chief of le11hdf.fr**



# About Opti Digital

Opti Digital, a leader in AdTech, develops **cutting-edge AI-powered solutions** to help online media publishers **maximize their advertising revenue**. Our comprehensive monetization platform automatically manages ad inventory to optimize revenue without compromising site performance.

Opti Digital stands out with its **ultra-light ad stack and simplified integration via a single tag**. Our advanced AI technology allows publishers to optimize revenue in real time, with full transparency provided by a detailed analytical dashboard. This includes real-time audience data and revenue by URL and source.

Opti Digital collaborates with international publishers across **EMEA** and **North America** and is committed to providing state-of-the-art, cookieless, and eco-friendly solutions. Our approach ensures that our clients remain at the forefront of the market while preserving and optimizing the user experience.

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