

The Publisher Desk Becomes a Google Certified Publishing Partner



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The Publisher Desk, a fully integrated audience development and content monetization partner to digital publishers, announced today that it has been accepted into Google's Certified Publishing Partner program. This program designates a company as a proven expert in using Google products and providing publishers with innovative solutions and services.

The Publisher Desk has been accepted into an exclusive group of advertising technology and monetization partners that have been formally certified by Google as experts. These partners have the ability to optimize digital content by using Google's tools and services, such as full-service ad operations, implementations, and testing; mobile, web, app, UX, and response design development; content moderation tools; platform and monetization solutions for video; customization of ads; and full services on mobile app monetization, user acquisition, and analytics.

"Earning the Google Certified Publishing Partners badge allows publishers to know that we have been vetted by Google and have expertise in helping boost monetization for our partners with Google's full range of advertising tools," said Jeff Misenti, co-founder of The Publisher Desk. "It is an incredible honor to have been chosen as a partner."

In order for businesses to be eligible for certification, they must demonstrate that they have a track record of successfully developing monetization programs for respective publishers and pass a string of challenging examinations. In order to earn the Publish Partner badge it is required for a partner to demonstrate that they have sufficient knowledge of Google AdSense, Ad Manager, or AdMob. Every year, all partners are required to take and pass product examinations in order to keep their certifications current.

"This milestone comes after years of helping hundreds of publishers boost their profits, grow their traffic, and build their companies," said Christopher Ward, co-founder of The Publisher Desk. "After receiving this qualification from Google, we are overjoyed to bring our services to the next level."

About The Publisher Desk

The Publisher Desk, based in New York with offices in London and South Florida, is a fully integrated audience development and content monetization partner to digital publishers, in addition to publishing several owned and operated sites. The company, founded in 2014, helps websites increase advertising revenues and reduce operational costs. Our team provides the proper resources, direction, operations, technology, and support for digital business, empowering sports, lifestyle & business media brands to connect with their audience and value-aligned advertisers.

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