



# Still Using AdSense?

## 21 Signs Say It's Time to Switch



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# CHECKLIST

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# Introduction: Time to Reevaluate Your Ad Monetization Strategy

AdSense is often the first step for publishers—but it's not always the best long-term solution. As your website grows, so do your control, performance, and revenue transparency expectations.

This checklist outlines **the most common pain points and scaling limitations** publishers face with AdSense.

Use it to assess whether you're still benefiting from the platform—or if it's time to explore smarter, **more profitable alternatives like Header Bidding** or direct SSP integrations.

If you recognize multiple issues on this list, the message is clear: **you've outgrown AdSense.**

### Revenue and Monetization Control

- No control over price floors for ad inventory
- AdSense commission (32%) is disproportionately high
- Unable to sell ad space at premium rates (PMP, direct deals)
- Earnings fluctuate unexpectedly and lack predictability
- Lack of clarity on how social media traffic is monetized
- Low average CPC despite quality traffic
- Revenue drops significantly with low click volume

### Technology and Implementation

- Ads slow down the site and negatively affect Core Web Vitals
- Domain migration issues disrupt ad delivery
- AdSense does not support all website languages
- Incompatibility with other ad networks on the same page

### Ad Control and Transparency

- Lack of control over specific ads shown
- Inability to block unwanted ad categories (e.g. gambling, crypto)
- Ad content is often irrelevant or misaligned with audience
- Limited access to granular performance data per campaign or partner

### User Experience (UX)

- Poor mobile experience due to intrusive or excessive ads
- Cluttered page layout caused by too many ad units
- Increased bounce rate after enabling AdSense ads
- Prohibited or blocked use of pop-under ad formats

### Support and Risk

- Support from Google is slow or non-existent
- Risk of sudden account shutdown without prior notice
- Permanent domain bans for minor policy violations

Read  Case Study



**How Waytogrow solutions propel programmatic advertising revenue by +776%!**

“We started our journey with Waytogrow back in 2018 and have been continuing it until today. From the very beginning of our cooperation, Waytogrow has demonstrated careful attention to detail and a deep understanding of our requirements. They have made significant contributions to maximizing our revenue streams, and the results we have achieved together have far surpassed our initial expectations.”

Hubert Choroszewski, Partnership Director at eSky Group