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If you’re a publisher in the website monetization space, you’ve probably heard about AdThrive (now Raptive). It’s a well-known ad network that acts as a mediator between advertisers and publishers.

While its advanced features and low payout threshold ($25) make it every other publisher’s favourite, there are still lots left behind. Their eligibility criteria are quite challenging to meet, and other limitations are difficult to overcome, especially for new publishers.

If you’re someone who cannot meet these eligibility criteria or wants to move away from AdThrive for other reasons, then you’re in the right place. In this blog, we’ll list down some of the best **Adthrive alternatives** you can use to monetize your website instead.

Understanding AdThrive

Adthrive, now rebranded as Raptive, is a full-service creator media company that empowers creators and publishers to make revenue with their website.

Although the platform offers higher payments than most ad networks, its list of limitations remains. Here’s what most publishers have faced:

- Eligibility that’s tough to meet: Your website needs a consistent stream of 100,000 page views every month, Google Analytics needs to be set up properly, content should be 100% original, and the majority of the traffic should come from the US, the UK, Australia, and New Zealand.
- Limited control: Publishers have limited control over the kind of ads that will be displayed on their website.
- Lack of communication: Many publishers have faced a lack of communication and support from AdThrive’s team.
- High processing fee: Some users have also reported a high processing fee when

receiving payouts.

All this puts the platform in a gray area, so you may want to consider other AdThrive alternatives instead.

5 Best AdThrive Alternatives

Now, let’s go over the best website monetization platforms and networks that act as AdThrive alternatives.

1) 7Search PPC

The top spot on our list goes to 7Search PPC, a premium advertising and monetization platform that connects publishers looking to monetize their sites with advertisers looking to run ads. They offer 100% coverage across a wide spectrum of websites, categories, and traffic segments. No matter where your traffic originates from, 7Search PPC is here to monetize it all with minimal conditions.

Key Features:

- Good for big and small publishers alike, with a minimum traffic requirement of 1,000 page views per month.
- Covers and monetizes traffic from all devices- desktop and mobile phones.
- High-paying ads are displayed on your site only from desired locations and niches.
- Manual review of all ads to keep your website and data safe.
- 5 versatile ad formats to choose from: text, banner, native, popunder, in-page push.
- Caters to over 16+ verticals (iGaming, finance, eCommerce, eLearning, etc.).
- 24*7 client support available to help with campaign creation and payouts.
- Payout threshold depends on the payment methods, with the lowest being $100.

<<Join as a Publisher Today!>>

2) Media.net

Media.net is a popular global ad network for **website monetization** that works on the supply side for publishers. It was built with the vision of empowering independent media owners and helping them monetize their content. Having evolved in the last 15 years, the platform now aims to build long-term solutions for publishers to curate and monetize their inventory meaningfully in a constantly changing environment.

Key Features:

- Basic entry requirements, including original content and compliance with Better Ads Standards.
- Exclusive performance budgets for monetization in a cookieless environment.
- Premium demand across all ad formats- including display, native, and video from leading brands and agencies.
- AI-driven yield optimization features to drive max revenue on all inventory types.
- Pre-bid header bidding to maximize the value of each impression.
- AI-enabled vertical video experience for the open web.

3) Ezoic

Ezoic is one of the most popular CPM publisher networks that works on data-driven monetization. Publishers of all sizes who seek advanced optimization and are willing to experiment with AI-driven strategies for revenue growth. The platform is a spot-on AdThrive alternative as it uses machine learning algorithms to test different ad placements, sizes, and formats to maximize ad revenue.

Key Features:

- Low entry requirements, making it perfect for both small and big publishers.
- Different plans are available for websites with more and fewer than 10,000 views.
- Supports a broad range of ad formats, including display, video, native, and interstitial.
- Intelligent ad management so that you don’t have to make adjustments daily.
- Real-time analytics and insights on performance metrics like revenue, user behavior, and content engagement.
- The minimum payout threshold is $20 on multiple payment options.

4) TripleLift

Another AdThrive alternative that’s worth a mention is TripleLift. The platform is known for its creative and technology-driven solutions that scale and personalize engaging ads across all platforms. You can discover new revenue opportunities and drive incremental dollars without incurring additional costs or compromising your audience’s experience.

Key Features:

- Access to premium demand to help you earn better CPMs and steady revenues.
- Ad formats that can be seamlessly integrated on your website to match your content naturally- display, native, video, and retail media.
- Data and targeting solutions to improve your fill rate and monetize in cookie-constrained environments.
- Advanced creative technology that transforms ads into engaging experiences.

5) Google AdSense

Last but not least- our good old Google AdSense. The global ad network is often the first choice for most publishers, making it one of the best AdThrive alternatives. Not only is it one of the best ads networks for website monetization, but it is also completely free to use. AdSense matches ads to the publisher’s content and audience based on a broad variety of factors like keywords, interests, and location.

Key Features:

- No minimum traffic requirements, but the site needs to be six months or older.
- Should have interesting and unique content that adheres to Google’s content policies.
- Largest networks of advertisers who bid on your ad space for max ad revenue.
- Intuitive controls to let you customize ad placements and layout.

Conclusion

There you have it- a list of some of the best ad networks for website monetization that act as the perfect AdThrive alternative. So the next time you search **how to monetize a website** with ads and AdThrive pops up, you know what other alternatives you can choose from. AdThrive is good enough if it works out for you, but if the limitations get in the way, it’s time for a change.

The best choices come from knowing what you want to prioritize when it comes to ad networks. Some focus more on performance and user experience, while others focus on earning revenue and having a minimum payout criterion. So, find a balance that suits your needs and choose wisely.

Frequently Asked Questions (FAQs)

What is AdThrive?

Ans: AdThrive (now rebranded as Raptive) is an ad management and optimization solution that helps bloggers and content creators make revenue by displaying ads on their websites.

What are the limitations of AdThrive?

Ans: AdThrive has a few limitations, including eligibility that’s tough to crack, limited control over ads, and restrictions on the monetization of some verticals.

Which is the best AdThrive alternative?

Ans: 7Search PPC is one of the best AdThrive alternatives, known for multiple ad formats, quick approvals, a low payout threshold, and ads from premium advertisers. The platform can monetize traffic coming from any vertical and device.

How to monetize your website with ads?

Ans: You can easily monetize your website by signing up with an ad network and allowing it to run ads on your site. You earn every time a user clicks on the ad displayed on your site (CPC), or when they view it (CPM).

Who can use AdThrive?

Ans: Anyone with over 100,000 page views a month that receives the majority of traffic from tier 1 countries (United States, United Kingdom, Australia, New Zealand) and has a Google Analytics set up can use AdThrive.