

Growing Ezoic Publisher

sweepsadvantage.com

Kenneth Carlos,    
Co-Founder

Years Publishing: 20 yrs

Kenneth Carlos is a successful publisher who has been in the business for over two decades. His site, sweepsadvantage.com, is a website dedicated to free sweepstakes and contests, and has been active since 1997.

Kenneth and the other co-founder of the site are sweepstakes enthusiasts who wanted to deliver the best possible way of entering sweepstakes and contests. With their directory, sweepstakes search engine, organizational tools, and their forum, they have aided in increasing the odds of winning.



“Something I enjoy most about working on this site is helping many people win free prizes, some of which have been life-changing,” said Kenneth.

Kenneth and the other co-founder of the site have had to deal with many challenges along the way, some of which include being a smaller publisher with limited resources but performing and achieving the success of a larger business.

[Sweepsadvantage.com](https://sweepsadvantage.com) has been with Ezoic since August 2018. Within the site’s first three months, its EPMV (earnings per thousand visitors) increased by 26% and revenue increased by 62%.

Favorite Ezoic feature or tool: Ad Tester

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