CAMBIUM MEDIA + Assertive YIELD

Cambium Media's journey to a 30% RPM uplift

Company type
Press Publisher

Industry
Digital and print media

Specialization
Home and Gardening Niche

Location
France

Challenge

Cambium Media, a leading French press publisher, faced challenges in optimizing ad revenue and managing ad stack performance across its diverse digital assets, including **websites**, **social media**, and **affiliate networks**. Chief Revenue Officer Julien Hermetet highlighted their ambition to internalize ad technology for better ownership and control.

Their goal was to increase revenue and improve margins while dealing with the complexities of consistent performance across various platforms. However, they did not have the right tools in place to address their need for a holistic view of its assets - including RPM and ad performance by devices, browsers, cookies, and other metrics.

Solution

The introduction of Assertive Yield's Yield Manager was a game-changer for Cambium, enabling dynamic ad stack setup and providing comprehensive control and flexibility. This tool enabled them to master all the subjects that interest us, from wrapper analytics to alerting, and also the dashboard aspects.

On the analytics end, Yield Intelligence further revolutionized Cambium's approach. This product offered in-depth, slice-and-dice analytics that brought clarity to performance metrics across browsers and SSPs, saving incredible amounts of time on reporting.

Results

- 30% Uplift in Revenue Per Mille (RPM).
- Enhanced operational efficiency, allowing Cambium to focus on critical aspects like wrapper analytics and dashboard management.
- Time-saving in Reporting: quicker information retrieval and more effective strategy optimization.

> **We tested various ad solutions but we were limited in data granularity and real-time capabilities. Yield Manager allowed us to add or remove SSPs, and control all broadcasting conditions, exclusions, etc. We can now streamline our ad setup and control, significantly improving our ad strategy execution**

Julien Hermetet,
Chief Revenue Officer,
Cambium Media



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Unlocking Your Revenue Potential
Assertive Yield is a global company created by publishers for publishers. Our suite of solutions, including Yield Manager, Yield Intelligence, and Yield Optimization, utilizes powerful script to provide you with data from all revenue sources and optimise your revenue and user experience. With AI-driven features like: revenue predictions, real-time alerts, dynamic flooring, layouts, web ad mediation, A/B/n testing and more, you can unlock your full revenue potential. Empower yourself with an all-in-one Revenue Management tool with more than 11 solutions that provide transparent, agile, and scalable revenue optimization!