HITOPIC + Assertive YIELD

Hitopic's 30% RPM and viewability uplift with Assertive Yield

Company type
Ad management company
Google Certified Publishing Partner

Focus
Audience monetization consulting for publishers

Location
France

Challenge

Hitopic faced significant challenges in scaling its operations. Their main obstacle was effectively managing header bidding partners and overcoming the limitations of their less-automated system. The goal was to optimize yield and scale operations without overloading their core technology with excessive features or testing.

Hitopic also struggled with collecting, normalizing and analyzing relevant data throughout several different revenue streams.

Another challenge was scaling their clients' ad stack setup, as the existing onboarding process was time-consuming and inefficient, taking up to two days to setup a single new publisher.

Solution

Assertive Yield's Yield Manager became pivotal in Hitopic's operational overhaul. It dramatically improved ad stack setup speed, header bidding management, and overall ad stack optimization. The user-friendly platform design facilitated scalability and reduced setup efforts. Additionally, with Yield Intelligence, Hitopic gained access to granular real-time partner performance data, enabling enhanced cross-analysis of multiple dimensions and metrics that are otherwise impossible to track via Google Ad Manager.

Beyond having state-of-art ad stack, Hitopic's team can consult with Assertive Yield customer support experts whenever they need specific guidelines or best practices on how to set up and manage Google ad stack or major SSPs' features.

Results

- 30% Increase in RPM and global viewability.
- Efficient client setup reduced from two days to just one hour.
- Streamlined header bidding management.
- Enhanced data analytics with data slicing and dicing capabilities.

> "Yield Manager helped us support scalability. It is the tool we currently use to fastly operate our network. Assertive Yield provided not just a platform but also access to ad tech experts, ensuring compliance with evolving ad regulations and industry standards

Pierre Bouchard,
Founder & CEO,
Hitopic

Read the full story

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!