boons. + Assertive YIELD

Boons Media's 20% RPM boost with Assertive Yield

Company type
Publisher & Arbitrage

Industry
Publishing on Finance, Auto, Health, Lifestyle, Travel

Location
London, United Kingdom

Company size
11 - 50

Audience
200 M+ pageviews per month

Challenge

Boons Media faced several hurdles in their digital journey.
As a mobile-focused publisher, they struggled with a lack of real-time data analytics, limited customization, and difficulties in conducting effective A/B tests. These challenges hindered their ability to provide customized content efficiently, impacting their overall performance and revenue generation.

Solution

With its innovative Yield Intelligence tool, Assertive Yield enabled Boons Media to improve real-time data reporting, extensive customization, and efficient A/B testing. Key features included:

- Real-time data slicing and analysis.
- Unique metrics.
- Seamless integration with Google Ads Manager (GAM).
- Holistic and distinctive metrics for deeper insights.

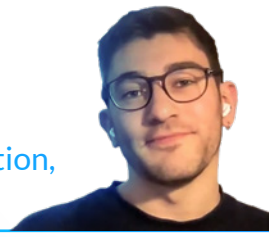
Results

The partnership led to transformative results for Boons Media:

- A significant **15-20% increase** in Revenue Per Session (RPM).
- All revenue streams consolidated in one place for a transparent view.
- Time and resource savings due to automated data tracking and analysis.
- Enhanced ability to make data-driven decisions for layout optimization and domain management.

Through Assertive Yield's Yield Intelligence tool, Boons Media not only achieved substantial revenue growth but also streamlined their operations.

> **"We've been impressed with Assertive Yields' ever-growing list of metrics that you can analyze in real-time, such as Revenue per session and per pageviews, Ads per Page, and Ads per session. We have the ability to really just analyze all of our integrations in one place**



Asher Glinsman,
Head of Monetization,
Boons Media

Watch the full video

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!