Assertive YIELD | AT Media

apartment therapy · the kitchn · cubby · Dorm Therapy

CUSTOMER SUCCESS STORY

Apartment Therapy Media: *Modern Stack. Total Control. Higher Revenue.*

up to **27%** Session Revenue Uplift

+11% Ads per Session

Q4'24

Empowering Publisher Ecosystem for Sustainable Growth

assertiveyield.com

"Assertive Yield's technology has been a game changer for us. Their advanced analytics and wrapper solutions have enabled us to optimize monetization while maintaining full control over our ad stack. The ability to access real-time insights and granular data has significantly upleveled how we manage programmatic revenue."

Jeff Olson, SVP, Revenue Operations, Apartment Therapy Media

COMPANY OVERVIEW

Apartment Therapy Media (AT Media) is a digital publishing company dedicated to helping people improve their lives at home. Their award-winning brands, including Apartment Therapy, The Kitchn, Cubby, and Dorm Therapy, provide engaging, high-quality content focused on home decor, cooking, parenting, and dorm living. With a strong emphasis on user experience and high-quality advertising, AT Media sought a solution to enhance its programmatic revenue management while ensuring full visibility and control over its ad inventory.

THE CHALLENGE

As a future-focused publisher, AT Media was ready to level up their ad stack:

Ad Stack Modernization: Needed to upgrade tooling with advanced solutions like Yield Manager, Prebid Server, Dynamic Flooring, and Traffic Shaping—while centralizing experimentation and cross-stack optimization.

Flexibility & Granularity: Needed a single source of truth with accurate, granular data and personalized logic—combining the flexibility of an in-house setup with the advanced capabilities of a SaaS platform to drive revenue gains across product, content, and layout monetization.

Resource Optimization: With a lean team and 20+ partners to manage, AT Media needed to shift engineering focus to core product innovation. But constant manual changes to the ad stack slowed progress. They sought a solution that would empower their yield team to act more independently and swiftly.

THE SOLUTION

Assertive Yield empowered AT Media to modernize their stack, streamline operations, and confidently act on data-driven insights—without increasing engineering overhead:

Ad Stack Modernization Delivered: With Yield Manager, AT Media adopted advanced capabilities like Prebid Server, Dynamic Flooring, Traffic Shaping—within one centralized platform. This enabled agile testing and optimization across their stack, without disrupting core operations.

Granular Insights, Confident Decisions: Yield Intelligence gave AT Media the clarity they needed—accurate, granular data broken down by layout, content, and product performance. This helped teams make faster, more confident decisions and understand the true impact of changes on both revenue and user experience.

Greater Agility: The platform gave programmatic leads full control over bidder setup, testing, and adjustments—reducing dependence on engineering. This freed up dev resources to focus on product innovation, while the revenue team operated at speed, managing 20+ partners with ease.