WORLD HISTORY ENCYCLOPEDIA + Assertive YIELD

# World History Encyclopedia achieves 63% revenue growth in 3 months

**Company type:**
Non-profit educational organization

**Industry:**
Digital content & Education

**Location:**
Godalming, UK

**Reach:**
Global

**Audience:**
37M monthly ad impressions, 4.5M monthly unique visitors

## Challenge

World History Encyclopedia's initial custom-built prebid solution lacked critical functionalities for measuring the performance of their demand partners. They had also tried other prebid analytics tools that offered basic reporting features like viewability, revenue, impressions, and RPM. However, they lacked the ability to pass down key values into Google Ad Manager, breaking down these metrics by bidder, as well as understanding the impact of Amazon Tam. Additionally, some demand partners used non-standard IAB creatives, causing issues like cumulative layout shifts.

## Solution

WHE embraced Assertive Yield's Yield Manager and Yield Intelligence solutions. Yield Intelligence, for instance, provided unparalleled granularity in reporting, allowing WHE to access actual data down to the order and line item level in Google Ad Manager.
This solution finally provided advanced analytics and granular insights into partner performance and page performance, while dissecting this data across various dimensions, including accurate revenue predictions based on real-time data, not just estimates.

This integration allowed them to gain insights not only into how Prebid was performing but also into how Google Ad Exchange, Google AdSense, and their Amazon Tam connection contributed to revenue - unlike previous solutions they've tried.

## Results

- **63% Increase** in programmatic revenue.
- **Advanced analytics:** granular understanding of top performing demand partners, content pages, and unprecedented dimensions.
- **Improved ad performance metrics:** faster ad loading, higher viewability rates, and increased win rates for demand partners.
- **Positive shift in revenue per thousand impressions (RPM),** previously stagnant for six months.

> "Assertive Yield provided us with the granularity to see trends broken down by any dimension that we want. Also, our supply looks a lot better to our demand partners because their win rates, viewability, and CTRs are higher. We can directly attribute that to Assertive Yield

Jan van der Crabben,
CEO/Founder,
World History Encyclopedia



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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!