9GAG + Assertive YIELD

9GAG's 9% revenue per session uplift and 48% bid request reduction

Company type
Global Social Media and Digital Platform

Industry
Entertainment

Location
Hong Kong with global operations

Reach
Large-scale Operation, 150 Million Global Audience,
104 Million Followers Across Social Media

Challenge

9GAG, a leading meme and comedy platform with a global audience of 150 million, grappled with optimizing monetization strategies across diverse regions, especially in European and US markets, since its ad stack team is based in Hong Kong.

Initially, they relied on an SSP-created wrapper dominant in the APAC market, but it fell short of meeting global monetization targets. Integration of CMPs was slow, onboarding new SSP partners took months, and crucial data were lacking in the bidstream, hindering efficient monetization and analysis. All these led 9GAG to explore the capabilities of Assertive Yield - a more robust solution.

Solution

AY's Yield Manager revolutionized 9GAG's ad monetization approach, facilitating effortless A/B tests, across diverse user profiles. Once a user is on the site, Yield Manager tracks whether the SSP is bidding to enable the most efficient auction. Its agility in onboarding new demand partners, instant integration of CMPs, and intuitive dashboards is unmatched

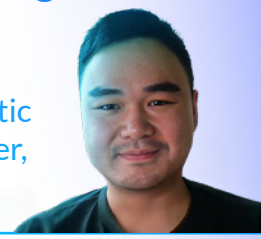
Leveraging its extensive tracker, 9GAG gains crucial insights into its site performance such as Confirm Clicks Penalty, CLS, Google Cookie Deprecation report, and over a trillion data points, providing vital data analytics for ad stack monetization. Despite 9GAG's ad stack team being based in Hong Kong they received 20/7 global support from AY.

Results

- Impressive 9% uplift in session RPM (Revenue per Session)
- 48% reduction in bid requests while maintaining revenue levels
- Efficient allocation of resources and streamlined SSP partnerships
- Easier ad stack A/B testing and intuitive dashboards
- Instant Integration of CMPs and 20/7 Global Support
- Advanced performance analytics and reporting with Yield Intelligence

> **"We were using an SSP-created Prebid wrapper, which is most dominant in the APAC market, but after transitioning to the new Assertive Yield wrapper, we observed an average uplift of 9% session RPM (Revenue per Session) We also see a 48% reduced bid requests through their optimization engine**

Andrew Wu,
Senior Programmatic and AdOps Manager, 9GAG



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!