Connatix + Assertive YIELD

Connatix's 40%+ Overall QPS Reduction with Assertive Yield

Company type
A Next-Generation Video Technology Platform

Industry
Marketing & Advertising

Location
New York, US

Reach
Large-scale Operation, Catering to Advertisers and 340+ top Publishers including Forbes, Reuters, Vox, and more.

Challenge

Connatix a key player in the online video advertising space with 340+ top publishers, grappled with optimizing QPS thresholds, and SPO while maximizing revenue with cost reduction.

While their in-house solution was capable, its manual nature consumed valuable time and lacked sophistication, impacting bid optimization, revenue maximization, and resource allocation. Moreover, some demand partners imposed strict QPS Caps, prompting Connatix to seek ways to optimize their supply value and quality. However, their initial approach—manually sending random supply samples—proved ineffective.

Solution

AY's Traffic Shaping Solution, revolutionized Connatix's advertising operations, facilitating optimized bid intelligence and SPO while maximizing performance without compromising revenue. Its advanced Loss Capping and Custom Metadata, features allowed Connatix to set revenue loss thresholds effectively.

Leveraging it's ML capabilities, Connatix analzed their bid signals to make smarter bid selections, by sending only the most relevant bids to each demand partner, ensuring that each demand partners QPS caps are fully utilized, a greener supply path and maximizing revenue while minimizing loss. As a result, they experienced significant cost savings by processing fewer bid requests, reducing infrastructure costs and improved DSP relations.

Results

- Impressive 48%+ Overall QPS Reduction.
- Streamlined operation system with optimized resource allocation.
- Strengthened DSP Relationships through targeted bid requests.
- Cut off undervalued bid requests, leading to significant cost savings.
- Optimized QPS Threshold for improved performance.
- Seamless integrations of Demand Partners with 24/7 Global Support.

> **"Collectively with Assertive Yield, we've been able to reduce our overall QPS by greater than 40 percent, which has been wonderful for us!**

Jesse Fisher,
Head of Product Advertising,
Connatix



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Empowering Publisher Ecosystem for Sustainable Growth
We're a global powerhouse created by publishers, for publishers. Our Next-Gen Publisher Tech Platform is your all-in-one toolkit for maximizing revenue. Dive into Manage with Yield Manager, Analyze with Yield Intelligence, and AI Optimize with Yield Optimizer. Get the power of real-time, granular data from all revenue sources boosted by our Hybrid Wrapper, or AY Prebid Server, and powerful AI tools like Dynamic Flooring and Traffic Shaping. All designed to boost your revenue and extend user lifetime value.