gumgum + Assertive YIELD

GumGum's game-changing 30% QPS reduction with Assertive Yield

Company type
Global digital advertising platform

Industry
Contextual targeting as a personal data alternative

Location
Based in the US, available in 19 markets

Reach
30.000 partner publishers

Company size
400+ employees

Challenge

GumGum faced the challenge of unoptimized Queries Per Second (QPS), crucial for managing the amount of traffic sent to trading partners. They needed a solution to control and optimize QPS without affecting the scalability they offer to their clients. They needed a solution to help GumGum shape their traffic at a lower cost.

Solution

Assertive Yield provided GumGum with the AY Traffic Shaping Solution, focusing on holistic QPS management. Our platform optimizes bid rates and selects monetizable requests to better utilize QPS limits, thus improving GumGum's relationship with Demand-Side Platform (DSP) partners and saving costs by reducing invalid traffic.

With the ability to customize data points and the ad tech stack according to their needs, GumGum was able to manage cost savings more effectively. Additionally, the entire setup and onboarding process with Assertive Yield only took a couple of weeks, and Assertive Yield's team was there every step of the way to ensure a smooth transition.

Results

30% average reduction in QPS: GumGum successfully reduced its QPS by an average of 30% with AY Traffic Shaping, enhancing server networking and decreasing cloud expenses.

Optimized DSP partner relationships: GumGum now applies QPS thresholds based on individual DSP partner needs, ensuring the delivery of valuable inventory without removing full buckets of supply.

Efficient campaign delivery: achieved significant QPS reduction without sacrificing campaign effectiveness, by removing bids below operational value.

> "We were able to reduce our overall QPS on average by about 30% without sacrificing campaign delivery. We are big fans of the QPS management system that Assertive Yield offers, which helps us stay within a specific QPS range with our demand partners

Kara Petrocelli,
Senior Director of Platform Operations,
GumGum



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!