KURIER + Assertive YIELD

Kurier Media House 10%+ RPM Uplift with AY Yield Manager

Company type
A large-scale Print and Digital News & Media Platform

Industry
News & Media

Location
Vienna, Austria

Reach
A leading Austrian daily newspaper with a strong digital and print presence, offering news, analysis, and a wide range of content to a broad audience.

Challenge

Kurier Media House, one of Austria's leading daily newspapers with a strong digital presence and a broad audience portfolio, needed a solution that could offer seamless onboarding of demand partners from both local and open bidding, deep-dive data analysis, swift A/B testing, and continuous optimizations.

Their ad management team was limited by manual processes and had to rely on their tech team for basic tasks. Adjusting ad placements took weeks, causing delays during key seasons. The lack of header bidding solutions, combined with diminishing returns from open bidding restricted Kurier's ability to onboard new demand partners and fully monetize its inventory.

Solution

After other solutions in the market failed to provide consolidation Kurier needed for their robust platform, they decided to partner with Assertive Yield. With AY Hybrid Wrapper- Yield Manager, Kurier Media House gained complete control over its inventory. The no-code A/B/n testing capability enabled their ad management Team to easily add, adjust, and test ad placements, scenarios, layouts, and any part of their inventory with instant results—without any codin.

This independence freed the team from reliance on the developers, cutting implementation times from weeks to hours and saving costs. With just a single script, they can seamlessly integrate new demands, monitor & optimize CPMs, RPMs, and fill rates, for maximum monetization.

Results

- 10% increase in Revenue Per Session (RPM)
- A/B tests are performed & completed in hours -not weeks
- Seamless Integration of new demand
- Granular Real-time Data Analysis
- An All-in-one Platform that combines 11+ solutions
- Streamlined Workflow - More Agility & Control

> "By integrating new and existing partners through Assertive Yield, we've increased revenue by at least 10%. We've also gained the ability to react quickly to changes, according to the market

Georg Klauda,
Head of Ad Operations & Technologies,
Kurier Media House



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!