SHINEZ + Assertive YIELD

Shinez's 50% display revenue uplift with Assertive Yield

Company type
Editorial

Industry
Digital publishing

Location
Tel Aviv, Israel, with global operations

Size
Large-scale Operation, 500M monthly page views

Challenge

Shinez, a pioneering content creation company, faced the challenge of optimizing ad revenue and user value while maintaining an exceptional user experience and satisfaction. Managing multiple Supply-Side Platforms (SSPs) and handling hundreds of millions of ads daily demanded real-time visibility and swift issue resolution.

Solution

Shai Shiff, Shinez' CTO, was initially skeptical about trying another product. Still, their commitment to continuous improvement prompted them to explore what AY had to offer.

AY's Yield Manager turned out to be a game-changing tool that streamlined Shinez's ad stack setup and configuration changes. The intuitive interface allowed easy A/B testing and real-time performance monitoring, ensuring each adjustment was beneficial. Our solution not only simplified the ad management process but also freed up resources for Shinez to focus on other in-house product developments.

Results

- Remarkable 50% uplift in Session RPM (Revenue per thousand impressions).
- Enhanced user experience: revenue growth while maintaining a seamless user interface.
- Optimized lifetime value: enhanced user engagement without resorting to intrusive ad tactics.

> "I like how it's so easy to configure the Yield Manager, make changes, and deploy them. I can do A/B tests on those changes and monitor everything in real-time to make sure all the changes are actually benefiting us and not hurting performance in any way

Shai Shiff,
CTO and Co-founder,
Shinez



Watch the full video

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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!