Nativo + Assertive YIELD

Nativo's 20% Net Revenue Uplift, 20% Cost Savings with 45% QPS Reduction

Empowered by **AY Traffic Shaping**

Company type
Hybrid DSP & SSP

Industry
Ad Tech

Location
USA

Reach
1,000+ Publishers
800+ Brand Partnerships
Billions of Monthly Ad Impressions
Supply Scaled 10x in 2025

Challenge

Nativo, one of the most advanced platforms for premium ad experiences, built to help advertisers connect and publishers grow, has grown its programmatic business by an impressive 120% year-over-year in the second quarter of 2025.

As Nativo's Exchange scaled supply nearly 10x in a year, they knew that they needed a better way to manage serving costs while keeping demand partners satisfied. Nativo needed a smarter, more flexible way to optimize traffic while maintaining its performance standards without overburdening internal resources. That is where Assertive Yield Traffic Shaping stepped in.

Solution

Nativo partnered with Assertive Yield to operationalize scale without sacrificing stability or performance, leveraging AY's Traffic Shaping to deliver speed and stability with minimal engineering overhead. With dynamic, near real-time adjustments to traffic volume, Nativo gained smarter control over serving load and costs as bid requests surged, while customized controls enabled granular partner optimization, meeting strict QPS caps, RPM thresholds, and matched-traffic preferences to safeguard partner trust.

Integration completed in 2–3 weeks, accurate documentation, and AY's expert team ensured seamless rollout.

Results

- **20%** Reduction rate directly driven by AY Traffic Shaping
- **45%** QPS Reduction with no revenue loss
- **20%** Estimated Net Revenue Uplift
- Optimized Specific Demand Partners' Needs
- Real-time Flexibility and Advanced Controls
- Minimal Engineering Lifts

> **"The biggest KPI improvement has been reducing our serving costs. With Assertive Yield alone, we lowered our serving costs by 20%. And when we combined with all other optimizations and initiatives we did, we achieved a 70 % year-over-year reduction in costs!**



Jinhwa Chun Rustand,
Director of Product Management,
Nativo

Watch the full video

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