Bauer Media + Assertive Yield

Inside Bauer Media's 37% Revenue Lift and 17% Fill Rate Gain

Empowered by AY Full Suite

Company type
Publisher

Industry
Media Production

Location
UK

Reach
25 million UK consumers

Challenge

Spencer White, Head of Programmatic at Bauer Media, oversees display and video across its UK publishing and audio portfolio. Bauer's legacy print focus left digital under-resourced, with a weak ad tech setup and vendors that couldn't scale. To modernize, Spencer ran an RFI/RFP, where Assertive Yield stood out for consolidating tools, simplifying partner integration, and offering stronger tech and support. ***"The tech and features looked seriously impressive — especially consolidating multiple tools into one,"*** says Spencer.

Solution

Bauer Media turned to Assertive Yield's Full Suite — combining client-side and server-side solutions: Yield Manager (more than a wrapper with 11+ solutions), Yield Optimization (dynamic flooring and traffic shaping), and AY Server-Side with integrated dynamic flooring, traffic shaping , and ID solutions.

In just 30 days, 30+ sites across multiple codebases went live with zero downtime and full revenue protection. ***"Their support made it possible — a complex migration delivered successfully. I'd rate onboarding 9 out of 10,"*** says Spencer White, Head of Programmatic at Bauer Media.

Results

- +36.8% Session Revenue [RPM]
- +16.7% Fill Rate
- Teams Autonomy: Changes deploy in hours instead of weeks
- Significant reduction in dev requirement
- Frictionless integration of new demand partners
- Cost Reduction replacing multiple vendors with one solution

> **"With Assertive Yield, we're able to grow at scale with a partner that feels like an extension of our own team. Beyond revenue increase, the platform gives ops the freedom to act independently and devs the tools to validate changes instantly.**

Spencer White,
Head of Programmatic,
Bauer Media

Read the full story

Empowering Publisher Ecosystem for Sustainable Growth
We're a global powerhouse created by publishers, for publishers. AY provides an all-in-one platform designed to maximize revenue, enhance user experiences, and drive sustainable growth.
Our AI-driven solutions and advanced tools offer transparency, control, and innovation for long-term success in a dynamic digital landscape. Join us in shaping the future of the digital publishing landscape.