DAILY BEAST + Assertive YIELD

More Revenue. Same Ad Load. The Daily Beast's 30%+ RPM Story

Company type
Publisher

Industry
Journalism / Media / AdTech

Location
USA

Reach
42 million/month
both on and off-platform

Empowered by **AY Full Suite**

Challenge

The Daily Beast, an independent digital publisher that reaches 42 million people both on and off-platform, already operated a sophisticated ad stack.

But testing and scaling changes into production required significant engineering resources and lengthy implementation cycles. They wanted to move faster, keep control of their strategy, and have the freedom to iterate while keeping monetization decisions firmly in their hands. All this with one condition in mind: the reader experience needed to come first.

Solution

The Daily Beast also needed a partner, not just a vendor. So they chose Assertive Yield after an extensive RFP process with over 40 requirements.

Yield Manager was initially rolled out across approximately 5-10% of the traffic. Once technical stability and impact were validated, it was increased to 50% and, only after further validation, did deployment reach 100%. A "crawl, walk, run" approach.

After the six-week proof of concept concluded and they were fully live, the team started implementing optimization strategies, such as Dynamic Flooring, Traffic Shaping, and AY Prebid Server.

> "Working with Assertive Yield allowed us to move the business forward without compromising our consumer-first approach."

Katie Pillich,
Executive Vice President of Strategy and Business Operations,
The Daily Beast

Results

- 30% increase in RPM without adding additional ads to their layout
- 20% increase in Viewability
- 19% decrease in Average Network Time
- Additional FLEXIBILITY to monetize different audiences
- Faster optimization cycles and less dependency on Engineering teams

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