TMB TRUSTED MEDIA BRANDS + Assertive YIELD

Future-Proofing the Trusted Media Brand Ad Stack

Company type
Publisher

Industry
Digital Media

Location
USA

Reach
250 million consumers globally

Empowered by **AY Full Suite**

Challenge

Trusted Media Brands, home to iconic properties like Reader's Digest, Taste of Home and others, faced significant challenges as their ad stack was tethered to legacy and external container tags.

Even minor integrations could take multiple weeks to get completed due to a heavily strained engineering team. Furthermore, their complex framework slowed down their daily execution and testing, so optimizing became too slow to manage.

Solution

Trusted Media Brands needed a partner that understood the intricacies of Prebid and the programmatic infrastructure and not another vendor.

Instead of completely replacing their existing tech, Assertive Yield offered a comprehensive review of their infrastructure and showed them how Yield Manager could work within their sandbox environment to minimize the burden on TMB's team.

With a phased approach, their legacy container technology was off-boarded and replaced with Assertive Yield's full suite.

> "What makes Assertive Yield stand out is that you're not just choosing between strong technology and strong service, you're getting both"
>
> **Marta Parnell,**
> Director of Programmatic,
> **Trusted Media Brands**

Results

- 14% increase in RPM
- 36% increase in Prebid RPM
- 60% decrease Server Time
- 30% decrease in Transfer time
- Accelerated development cycles.
- Stronger relationship: from vendor-client to strategic partners

Read the full story