SYSTEM1 + Assertive YIELD

From Prebid Bottleneck to Revenue Lift

Company type
Publisher | Omnichannel acquisition platform

Industry
Digital Media / AdTech

Location
USA

Portfolio
HowStuffWorks, MapQuest

Empowered by **AY Full Suite**

Challenge

System1, an omnichannel customer acquisition platform with deep in-house engineering and programmatic expertise, wanted technology that would empower its own specialists rather than a managed ad ops service.

A revenue-negative Prebid upgrade was difficult to diagnose. Testing and deployments relied heavily on engineering, GA/GAM alignment offered incomplete visibility into monetizable sessions, and existing dynamic flooring tools had not beaten manual floors.

Solution

System1 integrated Assertive Yield's full suite to give its AdOps team greater control, clearer data, and faster execution.

Yield Manager enabled no-code configuration and test validation with little engineering intervention. Yield Intelligence and Panorama View provided independent first-party measurement and a clearer view of user behavior and monetization.

AI Dynamic Flooring optimized pricing beyond manual settings, while AY Prebid Server and Traffic Shaping supported more efficient auctions and demand-partner matching.

Results

- 6% increase in ads delivered within the first 0–10 seconds per session
- 5 - 10% additional session RPM uplift from AI Dynamic Flooring
- Faster tests and vendor integrations with less engineering dependency
- More stable user-based KPIs and clearer monetizable-session data
- 3x increase in Operational Efficiency
- Greater operational autonomy for the AdOps and yield teams

> "The biggest and most immediate surprising lift was also a five to ten percent lift from using their kind of machine learning price flooring strategy

Aaron Trong Thai,
Director, Display Monetization,
System1

Read the full story

Assertive YIELD

assertiveyield.com

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.