STEP network + Assertive YIELD

500 Domains. Minutes to Deploy. Zero Revenue Loss.

Company type
Publisher Network

Industry
Digital Publishing / AdTech

Location
Denmark / Scandinavia

Reach
3.7 million visitors in Denmark
500+ domains

Empowered by Yield Manager · Yield Intelligence · AY Prebid Server

Challenge

Managing nearly 500 domains with a small AdTech team, STEP Network faced growing operational complexity.

Its fragmented ad stack required separate systems for wrapper management, analytics, and optimization. Routine configuration changes involved extensive manual work, with one vendor update requiring three employees to spend an entire summer updating approximately 300 domains.

The team needed a scalable infrastructure that could accelerate deployments, simplify testing, and maintain revenue stability without relying on individual vendors' development roadmaps.

Solution

STEP Network partnered with Assertive Yield to centralize its monetization infrastructure through Yield Manager, Yield Intelligence, and AY Prebid Server.

Yield Manager enabled network-wide configuration updates in minutes instead of weeks, automating previously manual tasks such as lazy loading, size mapping, and Prebid updates.

Yield Intelligence provided deeper bid-level analytics, while Prebid Server supported traffic shaping and predictive optimization.

Built-in legacy compatibility also simplified migration, allowing publishers to transition through a single script update without revenue disruption.

Results

- **Weeks to minutes:** Network-wide configuration updates.
- **Zero revenue loss** during migration, with performance gains.
- **Automated workflows** for Prebid updates, lazy loading, and size mapping.
- **Faster publisher onboarding** through simplified integrations.
- **Greater development flexibility** with less dependency on vendor roadmaps.
- **Deeper bid-level insights** for troubleshooting and optimization.

> “Assertive Yield changes the game for us because it gives us a unified space for building, testing, developing, and previewing within our own requirements. It's a catalyst for ad tech development.
>
> **Jakob Peters,**
> Senior Ad Tech Specialist,
> **STEP Network.**

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