RELEVANT YIELD - API INSIGHTS

Effective leading of sales, techstack and optimisation

SOME OF OUR CUSTOMERS: **BERLINGSKE MEDIA** · **tori** · **Digital Enterprises** · **snackmedia** · **sellbranch** · **Futbol Sites**

API Insights saves publishers' time significantly and provides a detailed view to develop various sources of sales. It makes follow-up, reporting and revenue optimisation much easier.

Benefits of using API Insights:

Grow revenue through data-driven optimization
- complex data from multiple sources, surfaced in a simple way.
- SSP, vendor and placement level performance insights to enable easy optimization.

You can expect to see typical revenue uplift of 10-30%

### Reduce lost revenue with Performance monitoring
- monitor sales in real-time and get alerts if something goes wrong.
- avoid lost revenue going undetected.

Empower a smarter sales team
- customised dashboards enable individual members of your sales team to identify which inventory an advertiser is pursuing, via which channels.
- enable your sales team to focus on advertisers with spend spikes on the open exchanges and support pursuit of premium deals.

Significant Cost Savings
- programmatic reporting; from individual deal reports & weekly revenue updates to network management, your ops team will save significant time that can be applied to actual revenue-impacting activities such as optimisations.
- financial reporting / reconciliation – streamline time spent on monthly reporting from 2 days to 2 hour.
- customisation - get the benefits of customised dashboarding, without investing dev time in house; apply your development resources to other revenue-driving projects.
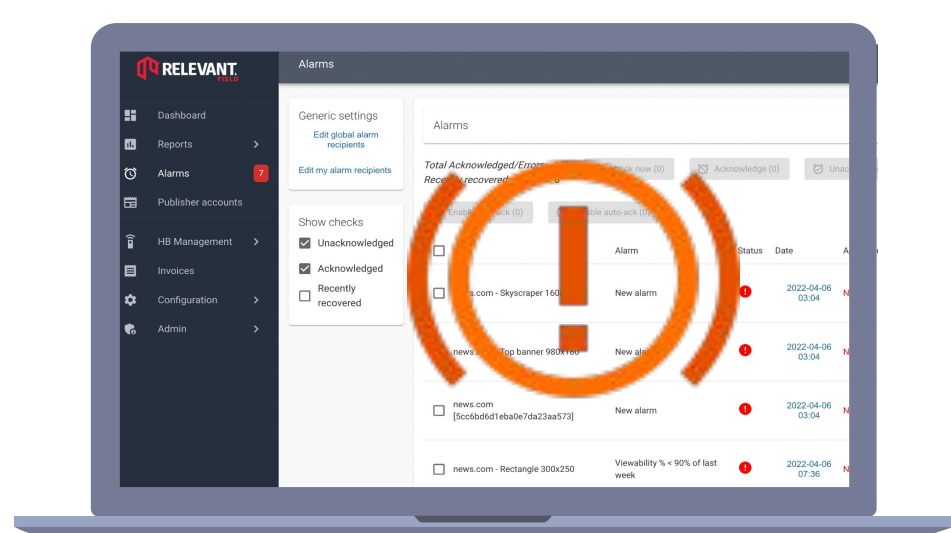
Features:
- Automated reporting on SSP and Adserver level; broken down per site and placement
- Metric analysis & reporting: eCPM, fill-rate, sold impressions, revenue
- Cross-SSP Advertiser analytics & mappings
- Open, Deals and direct sales reporting
- Custom dashboards and permissions per user
- Optimization dashboards for multiple SSP and cross-SSP statistics
- Invoice and Statement generation
- Sales Forecasting Dashboard
- HB Analytics and HB Manager for more advanced use

Integrations:
We already support the most common SSPs and Adservers, but we are constantly adding new support. It does not matter if it is Display, Mobile, Native, Video or something else: if there is a way to get the core data, we will build an integration.

mtv3

"The use of Relevant Yield has enabled us to manage our programmatic sales channels more efficiently as we have a clear overview in one place of what takes place in various SSPs. It has also freed up a lot of our team's time from manual reporting that we have been able to allocate to optimizing yield which has translated into improved earnings for us and enables us to share more real-time view of customers' programmatic spends with our sales managers."

Saku Sahramies, Product Development online&linear, MTV Oy (Part of Bonnier Group)