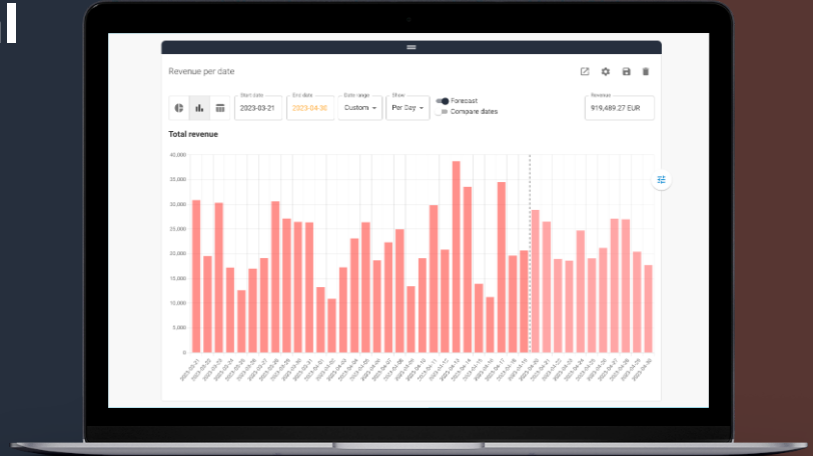


# Streamline processes & fulfill ad revenue potential with AD REVENUE INSIGHTS

Relevant Yield's Ad Revenue Insights module is a reporting tool for publishers and ad networks. It focuses on data centralisation and visualisation, streamlining reporting processes and bolstering sales.



## BENEFITS:

Ad Revenue Insights simplifies and enhances advertising operations, leading to improved yield and increased team efficiency. It strengthens control over the ad stack and promotes a commercial mindset throughout the organisation. Additionally, it prevents ad revenue losses with the use of proactive alarms.

## FEATURES:

- Automated reporting on SSP and ad server level; broken down per site and placement.
- Metric analysis & reporting: eCPM, fill rate %, sold impressions, revenue, etc.
- Cross-SSP advertiser analytics & mappings.
- Open, deals and direct sales reporting.
- Custom dashboards and permissions per user.
- Optimisation dashboards for multiple SSP and cross-SSP statistics.
- Invoice and statement generation.
- Forecasting on revenue, fill rates %, etc.
- Revenue protection with custom alarms.

## HOW DOES AD REVENUE INSIGHTS WORK?

Relevant Yield Ad Revenue Insights directly fetches revenue data from SSPs and ad servers using API. If no API is available, CSV imports are used instead.

### +14%

**Observed average increase in ad sales.**



**Time spent on reporting reduced to a few minutes with high accuracy.**



**Smarter sales team and ad sales optimisation.**



**Prevention of revenue losses by leveraging alarms.**

## FOR MORE INFO

We are eager to hear about your ad sales management and optimisation challenges, and we would be delighted to assist you in resolving them. For further discussion, please feel free to reach out to our team:

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