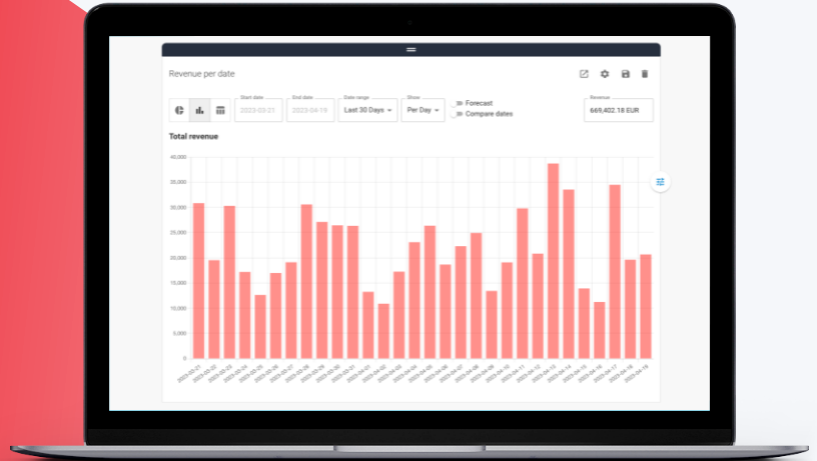


JP/Politikens Hus streamlines & optimises operations with Relevant Yield

JP/Politikens Hus is one of Denmark's leading media companies. They operate a wide range of news media, publishers, weekly newspapers, and niche media.



CHALLENGES

JP/Politikens Hus owns multiple different sites and has different AdOps and Sales teams under them. They needed to make all advertising sales data accessible to everyone in the organisation in a clear, simple and unified way.

SOLUTIONS

JP/Politikens Hus started using [API Insights](#) in 2020 to help simplify follow-ups, reporting, and revenue optimisation, which saves time and boosts productivity. Besides optimisation, JP/Politikens Hus also protects their revenue and stays ahead of any bugs with the custom alarms.

BENEFITS

JP/Politikens Hus has capitalised on Relevant Yield's customisability, segmenting data for distinct sales teams across various websites. This has helped harmonise their organisational communication, while the Advertiser and Buyer mapping seamlessly integrates with their CRM system. Furthermore, the platform's ability to automate data consolidation and reduce API maintenance work has freed up crucial resources and time.



Streamlined operations



Time & resource efficiency



Tech & revenue protection



Harmonised communication

CONTACT

We are eager to hear about your programmatic 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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[Visit Relevant Yield website](#)

