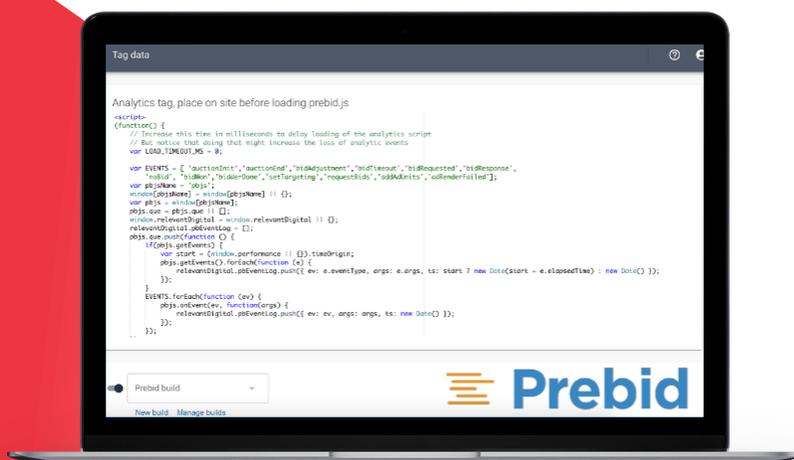


# Nextday Media achieves high revenue & efficiency with Relevant Yield

Nextday Media has a large portfolio of over 100 Europe's leading Publishers in the Netherlands and Belgium. They are innovative and service-focused, utilising state-of-the-art technologies to deliver performance excellence.



## CHALLENGES

Nextday Media struggled with managing reports for individual websites, needed a lot of resources to maintain multiple sites, and spent too much time on manual setups, affecting their overall efficiency and yield optimisation.

## SOLUTIONS

Nextday Media tackled these challenges with **API Insights** to streamline sales channel management and optimise real-time follow-up and reporting. **HB Manager** and **HB Analytics** further simplified their Header Bidding setups and enabled real-time performance tracking, leading to a more productive and efficient operation.

## BENEFITS

Despite the challenging landscape in 2020, Nextday Media experienced unprecedented growth, thanks to the enhanced efficiencies and performance brought about by Relevant Yield. The platform was instrumental in accelerating their growth and had a direct positive impact on their revenues, which surged by 41% during a year when the general programmatic market witnessed declines of up to 20% in certain markets.

**+41%**

**Increased revenue**



**Time & resource efficiency**



**Data-driven yield optimisation**



**Publisher client satisfaction**

## 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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