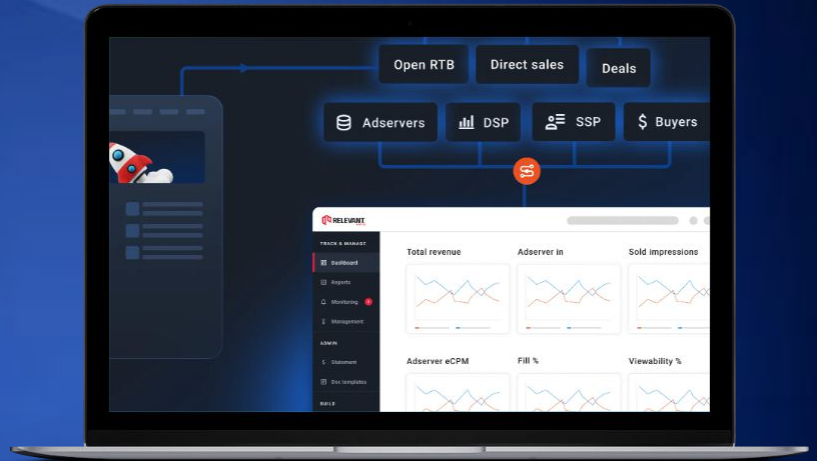# Streamline Operations & Fulfill Ad Sales Potential with <u>AD REVENUE INSIGHTS</u>

Relevant Yield's Ad Revenue Insights module is a reporting tool for digital ad sellers. It focuses on data centralisation and visualisation, streamlining reporting processes and bolstering ad sales. With the integrated AI assistant, you can streamline your workflow even further.

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.
- **AI-assisted analysis & reporting**: eCPM, fill rate %, sold impressions, revenue, etc.
- Cross-SSP advertiser analytics & mappings.
- Open, deals and direct sales reporting all in one place for **easy comparison**.
- Custom dashboards and user-specific permissions for **organisation-wide report access**.
- Optimisation dashboards for multiple SSP and cross-SSP statistics.
- Invoice and statement generation.
- Forecasting on revenue, fill rates %, etc.
- **Revenue protection** with custom alarms.

GOOD TO KNOW

Relevant Yield's 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:

<u>Contact us</u>
<u>Clients</u>, <u>Success Stories</u>
<u>About Relevant Digital</u>
<u>Visit Relevant Yield website</u>