

Make Data-Driven Business Decisions with HB ANALYTICS

The HB Analytics module of Relevant Yield provides real-time monitoring for OpenRTB auctions (including Amazon and GAM). With highly-granulated data, users see a holistic view of their bid landscape and setup's performance, which helps conduct efficient testing and seize timely business opportunities.



BENEFITS:

It simplifies the monitoring of header bidding performance and returns, providing real-time insights for instant assessment of configuration changes and tests.

Alarms ensure proactive detection of potential issues, preventing revenue loss. Gain valuable insights and discover new optimisation approaches to enhance ad revenue.

FEATURES:

- **AI-assisted smart and quick insights** into SSPs, vendors, and placement performance for optimisation and debugging.
- **Custom real-time alarms** for any reporting dimensions like response time delays, low fill rates, traffic drops, etc.
- **Bid landscape analysis** to understand adapter performance and conduct effective tests.
- Analysis of all Prebid metrics, products, and modules for better revenue optimisation.
- **Amazon and GAM analytics** combined with Prebid.
- **Prebid UserID** module tracking.

HOW DOES HB ANALYTICS WORK?

Relevant Yield's HB Analytics listens to all auctions that take place on the site/mobile app.

Implementing our programmatic tag on the site's or app's script to start.



Complex data from multiple sources unified and analysed.



Effective yield management and multivariate testing.



Revenue loss prevention with real-time alarms.



New and creative avenues for revenue optimisation.

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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