

# Partner Yield Management

## OVERVIEW

This publishing company joined forces with AdCellerant **to manage their unsold inventory**. They operate multiple properties in small to mid-size markets in the Midwest. Despite high knowledge of digital strategies, they were struggling to grow their CPM despite adding in multiple new advertisers to compete for this inventory. **Their goal was to grow their CPM and gather insights from their Programmatic stack.**

## SALES ENABLEMENT & PROFITABILITY

Due to industry-leading training from the AdCellerant Academy, the direct sales team started closing more deals, causing the number of Programmatic ads available for purchase to go down. The number of Programmatic ads on their site decreased, driving the CPM up, and giving the direct sales team confidence that their sales campaigns were delivering in full each month.

## STRATEGIC ONBOARDING

**Problem:** Despite adding multiple new advertisers over the past year, the CPM stayed flat.

**Audit & Plan:** After auditing the publisher's Programmatic setup, we developed a plan to raise the CPMs and concentrate on the buyers behind the stack. We identified and corrected redundancies inside the setup to give the advertisers ease in purchasing the desired traffic. The publisher's Programmatic stack was over-saturated with over 600 resellers of their inventory.

### Our strategy included:

- Helped the publisher clean up its ads.txt file by concentrating on the buyers behind the revenue and opening up impressions for more direct orders.
- Identified buyers with multiple chances to purchase the inventory for the same ad call and quickly eliminated the redundancy by concentrating the same advertisers' spend on one exchange.
- Added new header bidding partners to compete on an established management platform.
- Allowed new advertisers to compete on the one exchange or the header bidding platform rather than implementing a new selling strategy.
- Only direct lines of ads.txt are now taken for the client.

## RESULTS

**200%**

Increase in  
Programmatic CPM

**36%**

Increase in Programmatic  
revenue

**33%**

Higher CPM than the  
national average



*"Our relationship with AdCellerant and our improved focus on our owned inventory has proven to be one of the greatest assets for our company."*  
**-Publishing CRO**