

CUSTOMER WEBINAR

# YieldUp follow-up: A deeper dive into your path to guaranteed programmatic CPMs



Thursday, March 3, 2022



10:30 AM Central



**Ryan Tornquist**

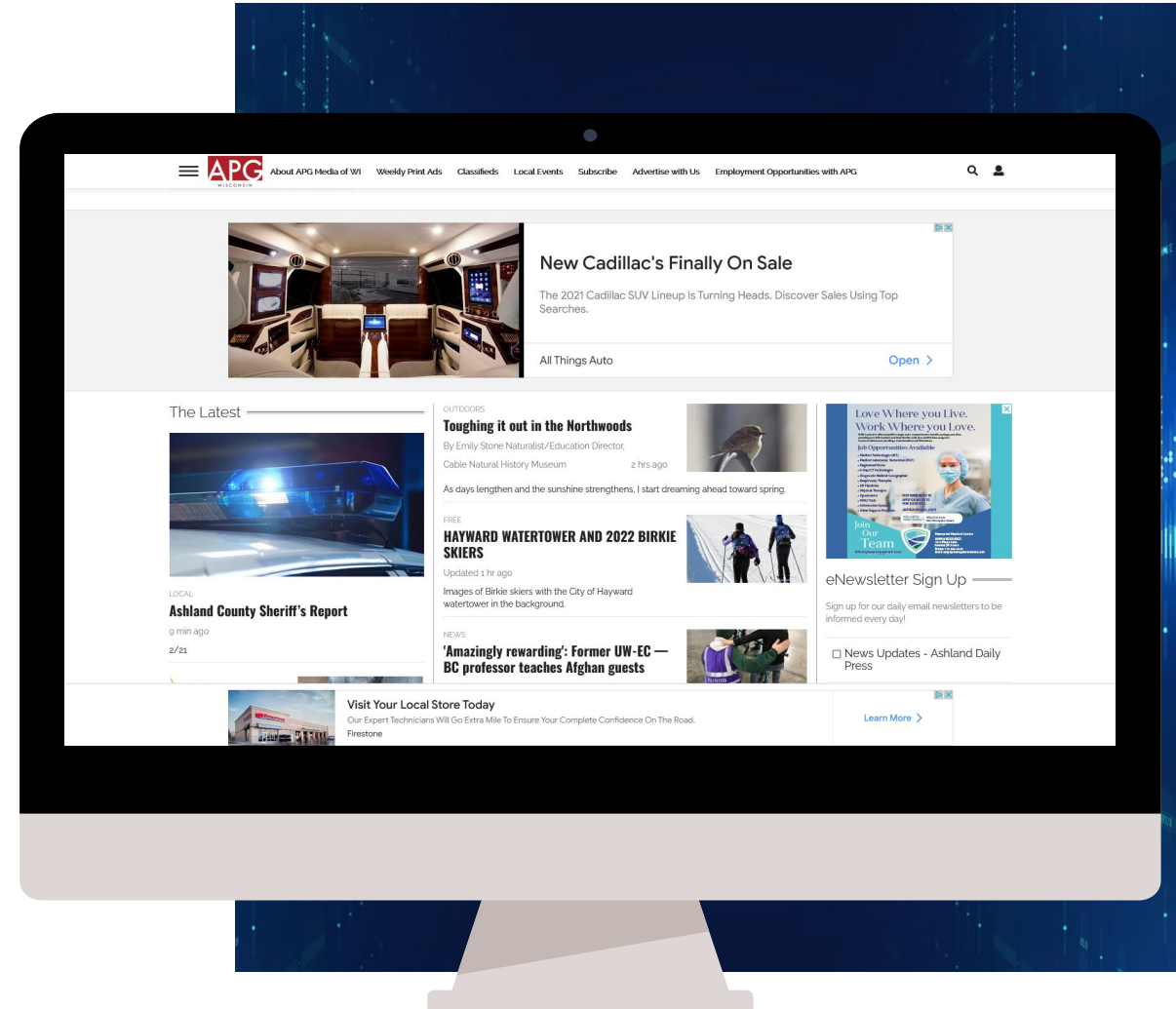
Director of new revenue programs

**TN** TownNews

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# The easiest path to guaranteed digital ad revenue

- ▶ Optimal sell-through of your programmatic and remnant inventory
- ▶ Guaranteed, premium CPM rates
- ▶ Superior advertising expertise and tech
- ▶ Industry-best payment terms



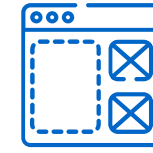
# Industry trends



**Cookie-less  
world**



**Identity  
solutions**



**Shift to  
contextual**



# Closer look at the tech



## Tech stack

Includes Amazon  
TAM, and Google  
Open Bidding



## Expertise

Our experts manage your  
inventory to maximize  
your revenue potential



# Continual testing

**New ad technology** ◀

**Demand sources** ◀



▶ **Identity solutions**

▶ **Best practices**

# Maximizing CPMs and fill rates

## Lazy loading

Ads wait to load on the page until the user reaches that specific point

## Ad refresh

Ads are refreshed only when in view and the user is engaged with site

## Ad placements

Using advertising best practices for optimal placement of ad spots





**Adopted by 100+ sites  
in the first month**





# Questions?

We have answers

## FAQ PART 2:

More of your questions about our new guaranteed-CPM programmatic ad program, answered.

## FAQ PART 1:

Your questions about our new guaranteed-CPM programmatic ad program, answered.

**YieldUp**  
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**Learn more**

Visit [TownNews.com/YieldUp](https://TownNews.com/YieldUp)



# Stay connected...



## Documentation

[Help.TownNews.com](https://help.townnews.com)



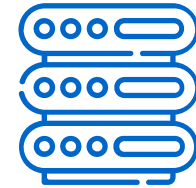
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