

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**

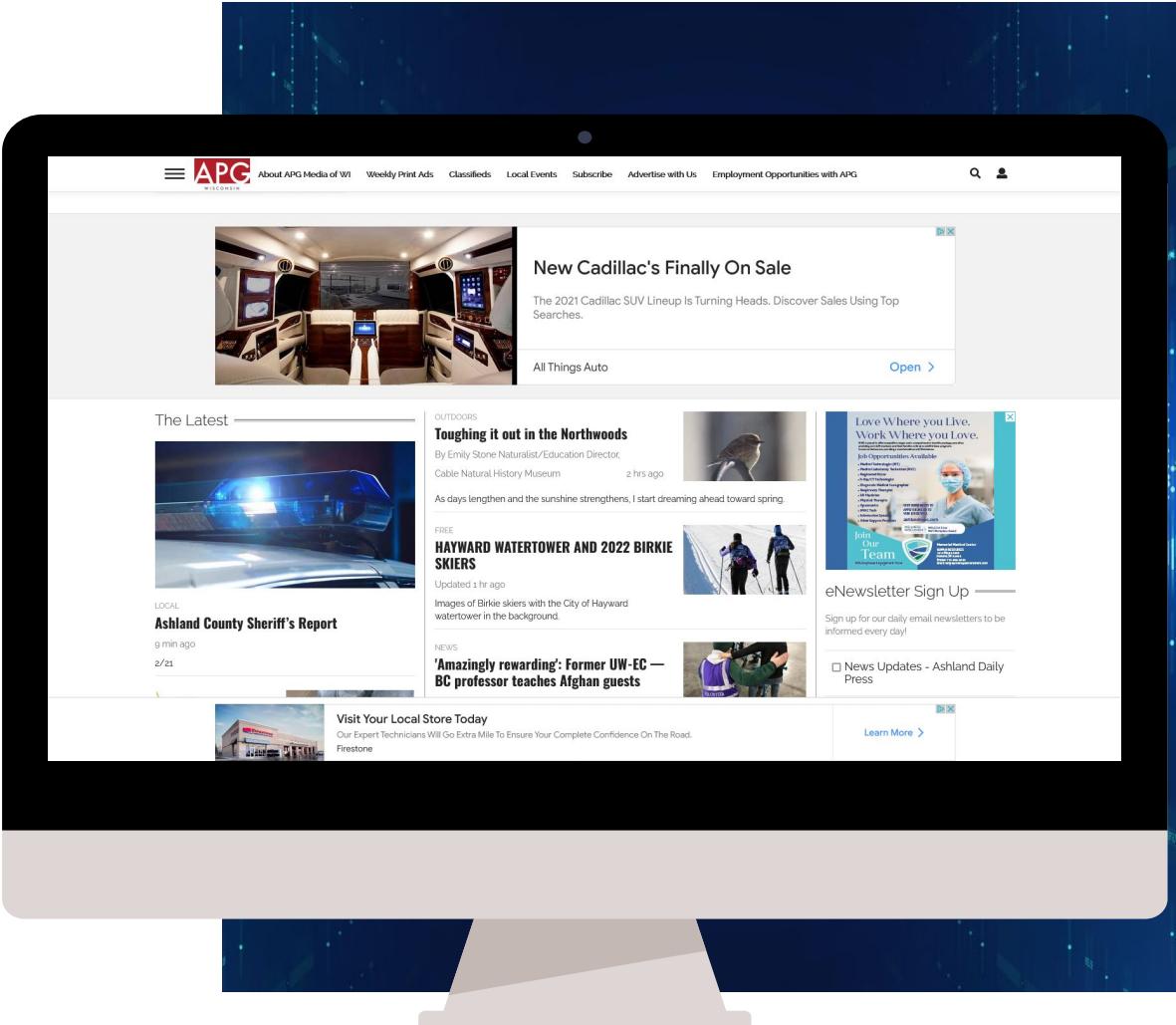
Director of new  
revenue programs

**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



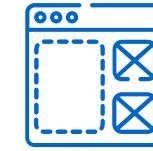
# Industry trends



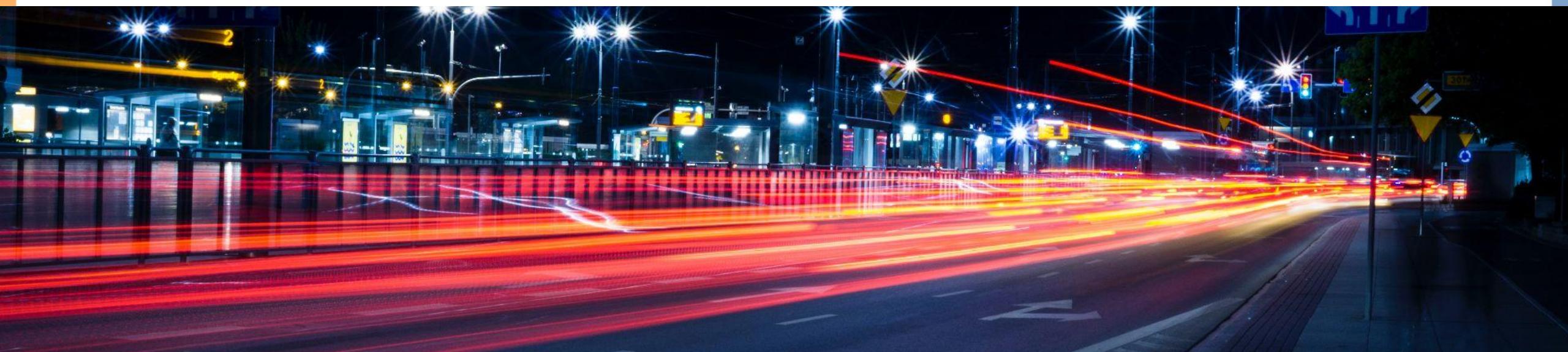
**Cookie-less  
world**



**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.

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## Documentation

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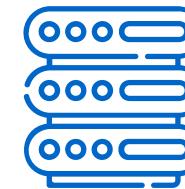
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