

# YIELD MANAGEMENT AS A SERVICE

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Maximize efficiency with outsourced operations, preserving control of your business.



# UPWARDS TREND IN OUTSOURCING

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Outsourcing yield management and advertising operations has become increasingly popular in recent years, especially among independent publishers. The programmatic ecosystem is more complex than ever, maintenance is taxing, hiring is expensive (especially in the US). Thus, media owners are more frequently leaning towards getting outside help, instead of keeping operations in-house.

# POTENTIAL PITFALLS

Using a professional service to handle yield management can create problems just as quickly as solving them. Here are the top three risks publishers are facing when choosing a programmatic vendor.



## 1 Ruined UX

Bad ad experiences from careless vendors can lead to significant traffic loss.

## 2 Vendor hopping

Poor performance may lead to you swapping partners several times, which leads to further revenue loss during transition periods.

## 3 Dependencies

One-trick pony partners can have your entire income dependent on a small pool of demand, exposing you to losses during market shifts.

# PROS & CONS OF OUTSOURCING

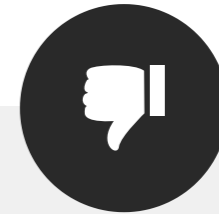
A common myth is that publishers have to choose between in-house and outsourced operations. With the right strategy, you can utilize both and thus receive the best of both worlds, while being cost efficient.

Read more:

[Balancing Ad Ops in Unstable Times \(AdMonsters\)](#)



- ✓ More time to spend on content and creative.
- ✓ Preferential rates with demand platforms.
- ✓ Instant access to a team of industry veterans.
- ✓ Network-level deals and opportunities available.



- ✗ Running into vendors that don't deliver on promises.
- ✗ Poor alignment on business specifics.
- ✗ Shady tactics used to increase perceived value.
- ✗ Brand integrity at risk due to potential quality issues.



## RETAINING CONTROL

### WHAT DOES IT REALLY MEAN?

It's not about doing things yourself. The goal is having a team you can trust to do what they're good at with you still in the driver's seat, being involved as much as you'd like to be.



#### Operational flexibility

A solution tailored to your needs, so you don't need to change the way you work.



#### Two-way transparency

Mutual understanding and alignment on business goals, operations and results.



#### Communication

Your extended team at your disposal at any time, just as if you shared an office.

# PUTTING THE CONTROL BACK IN YOUR HANDS

We're an extension of your team, our goal being to recreate the same model we use to run and monetize our own web property.



## MANAGING RELATIONS

Total flexibility in managing partnerships, affiliates and platform accounts.



## A TRUE PARTNERSHIP

Daily communication, customized solutions and shared business goals.



## TRANSPARENCY

All the information you may need to make educated business decisions at your fingertips.



## SAFETY FIRST

Total protection from bad agents and hidden pitfalls in the programmatic industry.

1

MANAGING  
RELATIONS

## DIRECT AD SALES

One of the most common problems publishers have with outsourcing is the increased complexity of managing direct advertiser relationships. To address that, we've developed solutions that allow publishers to choose how they prefer to work.



### Proxy operations

We take care of setups based on requirements provided by media partners/buyers free of charge.



### DIY Management

Our direct deal management tool allows publishers to create campaigns and upload creatives on their own.



# OUTSOURCED DIRECT BUY SETUPS

Your deals, our workforce.



**DIRECT SALES OPS**

Our partners don't need to give up their advertiser relationships or hand over negotiations. We allow for flexible workflows, where publishers provide configuration details and our team takes care of trafficking absolutely free of charge.

# DIRECT CAMPAIGN MANAGEMENT

Run direct ad sales straight through our platform

01

## Self-served

Upload, configure and manage your direct advertiser campaigns on your own in a matter of minutes.

02

## Integrated

Campaign settings and creatives are directly synced with our ad server without any processing time.

03

## Efficient

Replace server setups with a straightforward process through the unified panel, which is up to 6 times quicker

The screenshot shows a web form titled "New Direct Campaign" with a progress indicator at the top showing four steps, with the first step highlighted. The form contains the following fields:

- Direct Deal Name \***: A text input field.
- Start Date \***: A date input field.
- End Date \***: A date input field.
- Website \***: A dropdown menu with the text "Please choose website".
- Ad units \***: A text input field.

Below the form, there is a note: "\* Required fields" and another note: "\* This setting cannot be changed." At the bottom of the form is a blue "Next" button.

2

A TRUE  
PARTNERSHIP

# AN EXTENSION OF YOUR STAFF

One-size-fits-all solutions can certainly be effective for smaller sites, but AdSense is already doing a pretty good job at that. With maturity, however, comes the need for more bespoke solutions. That's why we strive to build strong relationships, truly understand publishers' businesses and act as an integrated team unit.

- Monthly business reviews
- Direct access to industry experts
- Dedicated team of specialists
- On-site visits and catch-ups



## 2-hour

response window over email or preferred IM channel during business hours.



# YOUR TEAM

## OF DEDICATED EXPERTS

Each of our partners gets access to their own team of industry veterans, working towards one simple goal - maximum revenue without the hassle.



**PERSONAL ACCOUNT MANAGER**



**YIELD OPTIMIZATION SPECIALIST**



**DEMAND PARTNERSHIPS MANAGER**



**AD QUALITY/TECH SUPPORT SPECIALIST**



**ADVERTISING OPERATIONS SPECIALIST**

3

TRANSPARENCY



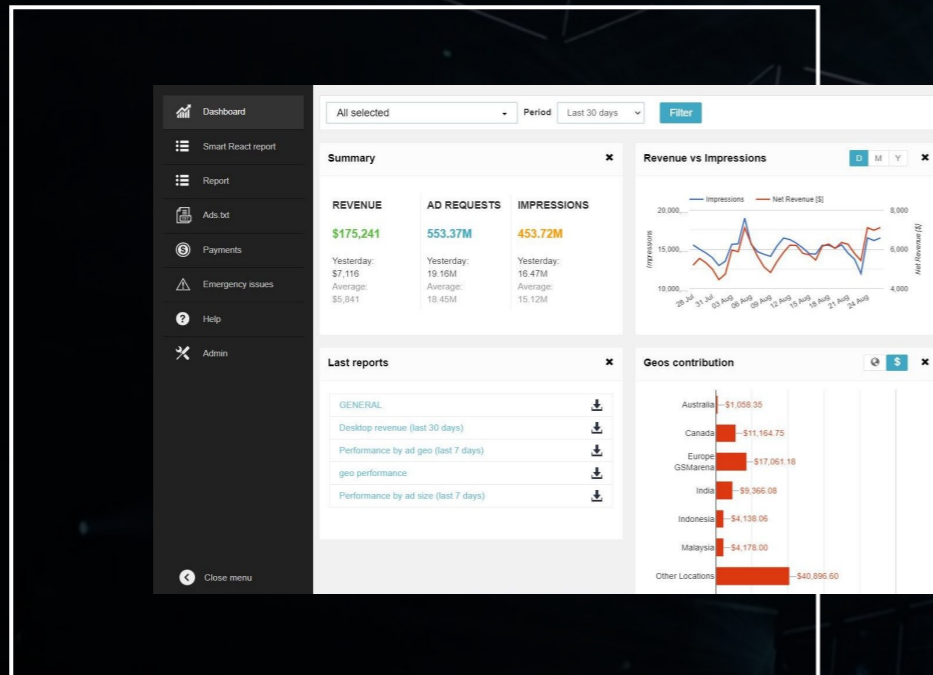
## **TRANSPARENCY**

MORE THAN JUST  
A BUZZWORD

You don't need to be a programmatic expert to be involved in the monetization process. Our philosophy is that everything we do should be an open book. That's why we aim to provide publishers with opportunities to gain a deeper understanding of supply performance and drive growth through decisions based on real data.

# UNIFIED DATA

Access the right information at the right time and keep your finger on the pulse of your business.

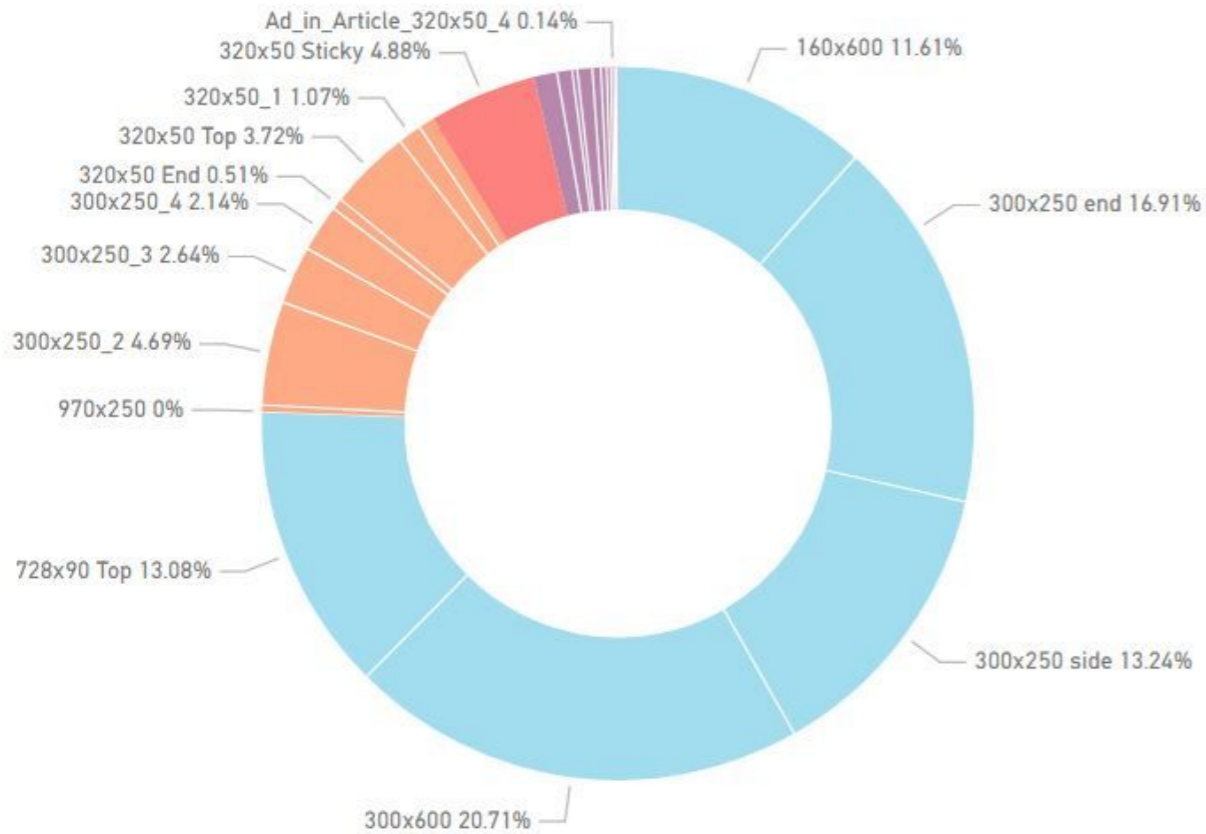


✓ Customizable dashboard with quick-access to reports and additional widgets.

✓ Granular reporting with breakdown options down to an ad unit level available.

✓ Create, view and export your own reports with a wide variety of dimensions and metrics.





## CUSTOM POWER BI REPORTING

Tailor-made reports in Microsoft Power BI on a monthly, quarterly and yearly basis. We combine traffic and performance data on a super granular level to highlight business results, trends and dependencies.

4

SAFETY FIRST

## HOW DO YOU DEFINE SAFETY?

Brand safety is something every vendor talks about, but that's only one side of the story. Quite often monetization partners can be ignorant to certain safety guidelines, which results in publishers facing various operational threats.

## HIDDEN RISKS

Many of the underlying dangers of outsourcing advertising and yield operations can be rather elusive. In some cases the impact can actually be quite severe, with potential loss of demand being on the line.

Find out how we helped XDA Developers bring back lost revenue by regaining control over their inventory:

[How The Tech Site XDA Developers Solved The Mystery Of The Shadow Blocklist - And Got Its Ad Revenue Back \(AdExchanger\) >](#)

xda**developers**



# AD QUALITY

When talking about outsourced operations, the issue of ad quality inevitably comes up. It's our firm belief that to secure long term success, media owners need to have absolute control over what is being served on their web property.

[5 reasons to maintain top tier ad quality \[Blog\] >](#)



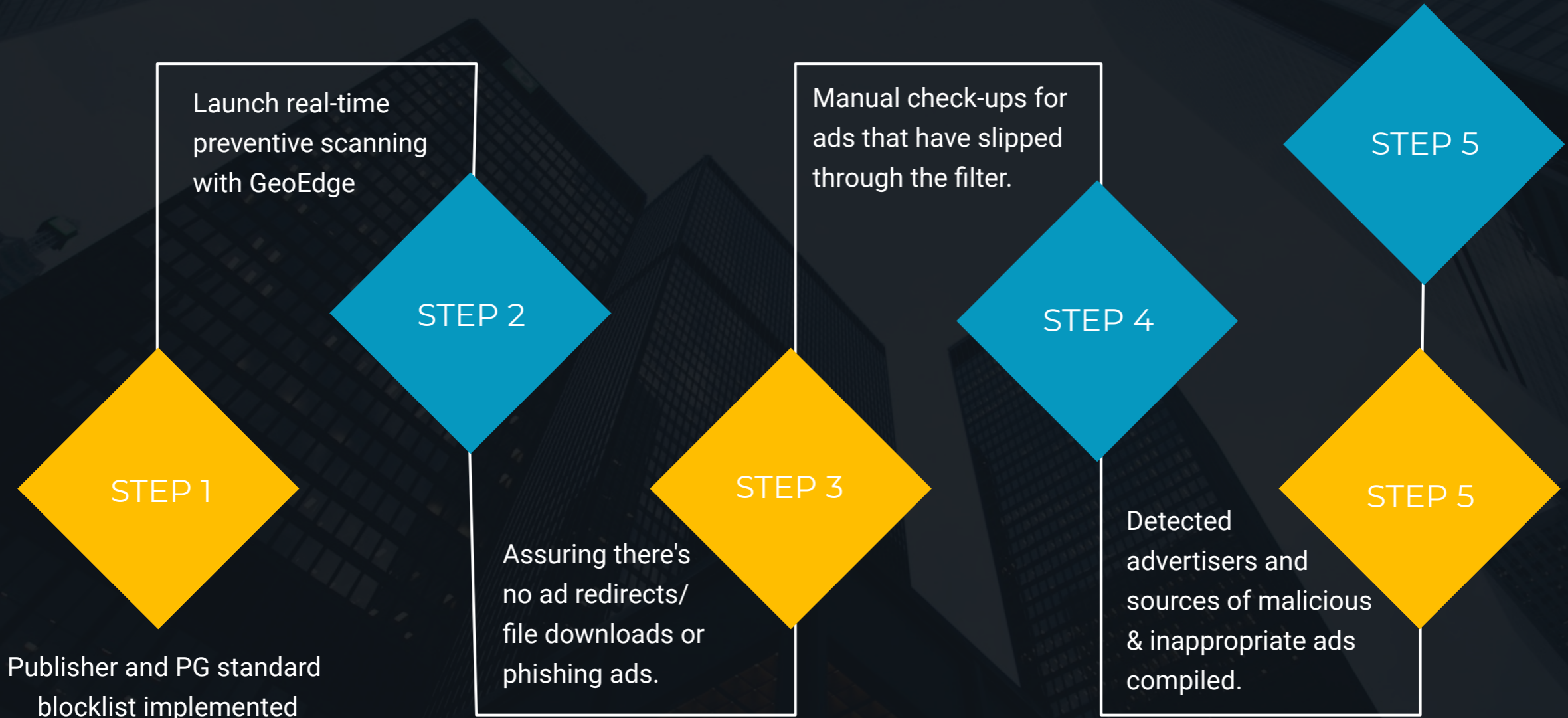
## INSURANCE AGAINST BAD ADS

As an agent for absolute ad quality and safety, we aim to provide publishers with all the tools they need to ensure total protection at all times:

- Blocklist management
- 24-hour ticket system
- Automated ad scanning and real-time filtering
- Regular manual health-checks

# REAL TIME AD SCANNING PROCESS

Daily updates to blocklists on an SSP level.



# ASK US ANYTHING

If you'd like to find out more about outsourcing or anything else related to programmatic advertising, you can get in touch with us here:



<https://www.pubgalaxy.com/contact-us/>



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