



Improve Your Performance With Sovrn's Yield & Optimization Service

We believe there has never been a better time to be an independent publisher. However, there are never enough hours in the day! We are here to help!

- Are you overwhelmed with managing your website inventory?
- Are you struggling to find more monetization opportunities and don't know where to start?
- Do you need help with a consolidated view of your demand partner reporting?
- Would you like to have a flexible and sustainable strategy for continually optimizing your revenue?



Sovrn's mission is to help publishers do more of what they love and less of what they don't. So, we've developed a full suite of managed ad ops and optimization services to help you grow your business. Let our team of ad-tech experts manage and help increase your yield so you can focus on growing your audience and generating engaging content.

Save time, make more money and capitalize from our Yield & Optimization service.

What You'll Get

- A current-state inventory and revenue assessment across all demand partners.
- A comprehensive action plan for increasing yield across the first 30, 60 and 90 days, tied to your short-term and long-term revenue goals.
- Consolidated weekly and monthly reporting with actionable insights for increased monetization.
- Dedicated ad ops and DFP management, including testing new line items.
- Quarterly performance reviews to track progress
- Suggestions for new products, inventory units and strategies
- Ongoing troubleshooting and technical support.



We offer an easy, competitive and transparent revenue share model ...and your first 30 days are free! Email Services@sovrn.com today!

sovrn Boulder | NYC | London

