

Tailoring Yieldbird’s Platform for Optimal Ad Revenue Returns

The Yieldbird Platform employs a blend of programmatic header bidding and advertising solutions to assist publishers in reaching their highest revenue potential while maintaining a seamless user experience.

INDUSTRY	HEADQUARTERS	TECH STACK
Adtech	Warsaw, Poland	Ruby on Rails PostgreSQL GraphQL Vue Docker

Project Description

In a quest to create an end-to-end **advertising solution** , our [team](#) at The Codest tackled multiple facets of **platform development** , each critical in constructing an efficient, robust, and user-friendly ecosystem. From intuitive UI design to data analytics, we covered the entire spectrum.

Here are the key elements we focused on:

- User Interface (UI)** : We designed and developed a web-based interface that prioritized user-friendliness for both publishers and advertisers. The interface featured real-time analytics and reporting dashboards, providing instant insights.
- Inventory Management** : Our system robustly managed a diverse ad inventory, handling various ad units, placements, and formats. It accommodated different types of ads, including display, video, native, and programmatic.
- Ad Optimization Algorithms** : To maximize revenue, we implemented advanced algorithms that optimized ad placements. Technologies like header bidding and real-time bidding (RTB) were integrated to improve auction efficiency.
- Data Analytics** : Our platform included a sophisticated analytics component to offer valuable insights related to user behavior, ad performance, and revenue, aiding publishers in making data-driven decisions.
- Network Integration** : The platform was engineered to integrate seamlessly with multiple ad networks and DSPs, broadening the advertising options available.
- Quality Control** : We incorporated mechanisms to guarantee the quality and safety of ads, including features to uphold brand safety and industry compliance standards.

Each component was meticulously developed to ensure an integrated, high-performing **advertising platform** .

Challenges

- Data Handling and Processing** : Managing and processing large volumes of data in real-time to inform bidding decisions requires a robust and scalable backend infrastructure. Ensuring data privacy, especially in light of regulations like GDPR, is also critical.
- Integration with Multiple Ad Exchanges** : To optimize revenue, the platform needs to connect with multiple ad exchanges, demand-side platforms (DSPs), and supply-side platforms (SSPs). This requires seamless integration and maintaining these integrations over time as APIs and technologies evolve.
- Algorithm Complexity** : Developing sophisticated algorithms that can predict and optimize ad revenue in real-time while accounting for factors such as user experience, advertiser requirements, and [market](#) trends is complex and requires advanced knowledge of machine learning and data science.

Approach & Results

At The Codest, we’ve developed a cutting-edge AdX optimization tool to maximize publishers’ advertising revenue. The solution leverages both auction bidding and artificial intelligence, specifically neural networks, for real-time revenue-boosting decisions. Its modular script is fully customizable, allowing the tool to adapt to the unique needs of each publisher. For ongoing optimization, a specialized control panel configured by our Yieldbird AdOps Team allows for continuous adjustments to respond to market trends. Overall, the tool provides an [agile](#) and intelligent solution in the rapidly changing online advertising ecosystem.

Our team at The Codest expertly engineered a sophisticated technology platform that seamlessly connects to a diverse range of DSPs (**Demand-Side Platforms**) and SSPs (Supply-Side Platforms). This integration serves as the foundation for our comprehensive reporting systems, offering deep insights and analytics that drive decision-making.

For the platform’s backbone, we took charge of crafting a robust and scalable server infrastructure hosted on **Amazon AWS**. We didn’t just build it; we continually optimize and maintain this infrastructure to ensure peak performance, reliability, and security, thereby guaranteeing that the system can adapt to growing needs and complexities.

As for our Yieldbird division, it garnered prestigious recognition by being nominated for the Best Ad Ops Team at the **Drum Digital Trading Awards 2017** . Since 2013, Yieldbird has consistently delivered stellar performance, achieving an impressive average **profitability of 673%** .