

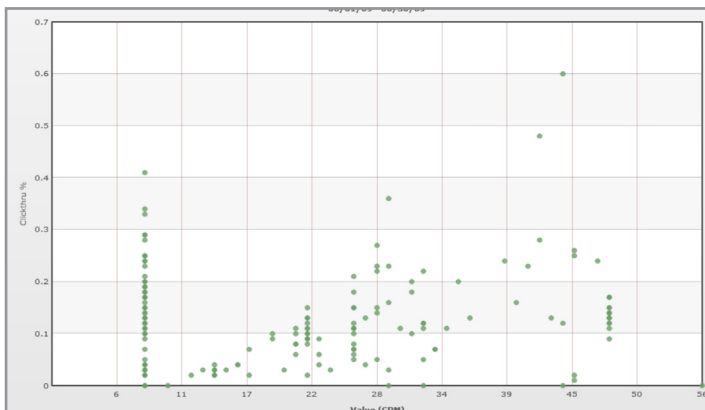
Maximize Revenue: Empower Sales Managers to Sell Smarter through Focused Sales Strategy and Product Evaluation

Digital sales managers are consistently looking for new ways to sell and maximize the return for the business. Sales managers struggle to maximize revenue because of the lack of actionable information and delivery confidence:

Promote Product Performance - Tying performance data to revenue can be a complex task, and even when done correctly, the results are rarely shared with sales. With little visibility into high performing products, sales managers often dramatically undervalue inventory and miss opportunities to generate additional revenue.

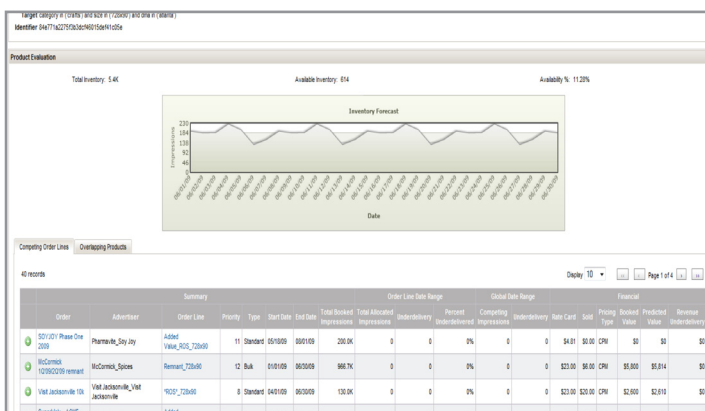
Embrace Customization - Custom packages combining audience and context tailored to specific clients can command higher rates. However, publishers often miss opportunities to maximize revenue from these high-value deals because they do not have accurate inventory forecasts for custom programs, and cannot predict campaign conflicts that may cause delivery issues.

Using Yieldex, digital publishers have an array of tools at their disposal to help sell more strategically with robust targeted products, renewed focus on products that work and reporting capabilities that allow publishers to deliver revenue from:



Existing Products: Gain insight into High Demand Products to Drive Higher Value

View products that are performing well via the **Performance Index** report which charts products based on Clickthru Rate and CPM Value.



New Products: Determine Available Inventory and Revenue Potential for New Products

With the **Product Creation** tool you can create new products based on existing targeting parameters and evaluate them based on projected inventory and value, competing order lines, and potential overlapping products.