

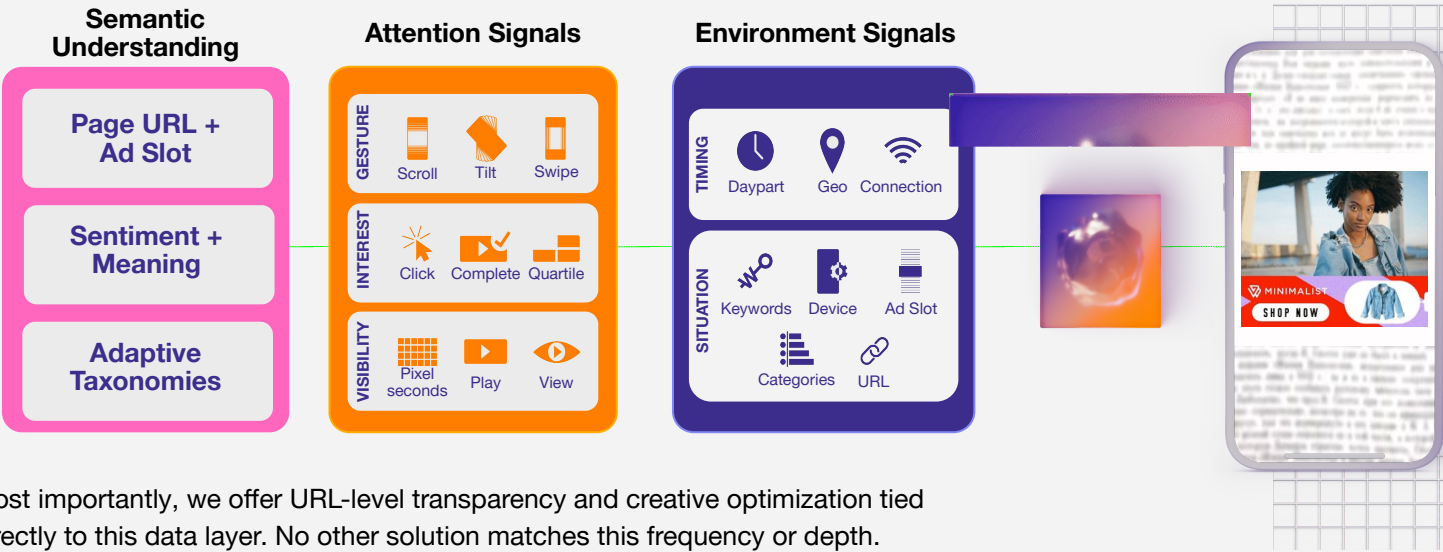
MORE THAN CONTEXTUAL

We Turn Page-Level Signals Into Segments You Can Test, Buy, + Optimize

SIGNALS OVER LABELS. MOMENTS OVER CATEGORIES. *We extract + model what really matters.*

YMax’s performance is rooted in our rich data foundation. Using direct publisher access, we semantically analyze each page and ad slot. This eliminates outdated taxonomies, classification delays, and obfuscation from resellers. For every impression, we collect privacy-compliant signals both inside and outside the bidstream.

We combine these behavioral signals with environmental context like device, viewability, content structure, and connection type. We model up to 80 signals five times per second per impression. This allows us to predict top-performing inventory, optimize creative delivery, and align decisions with your KPIs such as engagement, CTR, or efficient reach.



Most importantly, we offer URL-level transparency and creative optimization tied directly to this data layer. No other solution matches this frequency or depth.

LEGACY SYSTEMS LABEL. WE UNDERSTAND. *The difference between being there and belonging there.*

Legacy contextual tools rely on broad categories and static strategies that miss the nuance of real user intent. Yieldmo’s approach identifies and activates high-affinity moments—driving better alignment between message, mood, and performance.

Legacy Contextual	Yieldmo
Static categories like "Sports", "IAB17 - Sports"	Dynamic segments like "Messi highlights" or "Matchday"
Same creative across all impressions	Tailored creative by segment, page, and sentiment
No emotional or intent-based filtering	Focus on intent, emotion, and real-time relevance
Flat bid strategy	Performance-based bidding on high-affinity moments

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PROGRAMMATIC EASE. SMARTER INPUTS. *Supply packages easily deployed to your DSP*

YMax runs directly within your DSP using Deal IDs, giving you full control over budget, bidding, and pacing. It is optimized for fast setup, broad reach, and light-touch creative needs, with optional support from Yieldmo’s creative team.

We deliver predictive, impression-level creative and curate high-performing segments based on themes, interests, or KPIs like CTR, going beyond generic categories. YMax does not replace your DSP, it makes it smarter by fueling it with better contextual signals and performance-ready supply.

Pro Tip: YMax performs best when each line item has clear budget and bidding logic adjusted to segment value.

SUPPLY PACKAGE PROPOSAL - WINTER OLYMPICS

Key Moments

Winter Olympics

Relevant Content

Olympic sports & culture

Key Target

Global fans, U.S. households, lifestyle seekers

SUPPLY SEGMENTS	*AVAILS
Unmissable Live Olympic Moments	10.7M
Dominant Winter Sports	18.8M
Inspiring Athlete Journeys	1.5M
Digital Olympic Experience	24.4M
Epic Team USA Fandom & Gear	1.6M
The Olympic Spirit & Values	818.5K
Host an Olympics Watch Party	4.8M
Winter Lifestyle & Fashion	3.4M

HIGH INTENT CONTEXT WITH CREATIVE TO MATCH

