

UNLOCKING PRECISION WITH INVENTORY CURATION

YIELDMO IS BUILT TO CURATE, OPTIMIZE, AND DELIVER AT SCALE



The YMax Platform takes curation beyond typical supply packaging—offering a unique blend of **AI-powered insights**, **creative tech**, and **premium supply** to elevate campaign outcomes. Our inventory curation empowers brands to reach the right audience with the **right creative experience**, every time.

WHAT IS CURATION?

Curation is more than filtering—it's about **enriching**, **categorizing**, and **packaging supply** to meet specific buyer needs. Yieldmo offers unparalleled access to premium inventory across mobile, desktop, and CTV.

- **Proprietary Deal IDs:** Bespoke, cross-publisher packages enriched with contextual and performance signals. Group by audience, tentpole, context, publisher, and more tuned to perform + enhanced with creative.
- **MFA- and fraud-free:** Our deals exclude "Made for Advertising" sites to ensure premium ad environments, and we were a founding member of the HUMAN collective, with no IVT or fraud.

THREE TRANCHES OF SUPPLY TAILORED TO PERFORM

- ➔ **Exclusive Inventory:** Yieldmo holds exclusive rights to ad placements through code on page integrations and adjusts creative specifically to perform in these placements
- ➔ **Designer-Enhanced Inventory:** Curated slots prioritized for creative optimization. AI-powered transformations that elevate standard units.
- ➔ **Tech-Enhanced Inventory:** Broad reach w/o sacrificing creative excellence. Curated to media, verticals, moments, KPIs, + more.



PERFORMANCE CURATION: DATA-DRIVEN CAMPAIGN SUCCESS

Yieldmo unlocks the full potential of every impression. By leveraging AI, attention signals, and context-aware formats, Yieldmo ensures your ad performs at its peak.

- ➔ Attention Data: Halo effect on media KPIs
- ➔ AI-Powered Predictions
- ➔ Privacy- by-Design

