



 **YieldBuild**

ABOUT US

### THE PROBLEM FOR PUBLISHERS

### THE YIELDBUILD SOLUTION



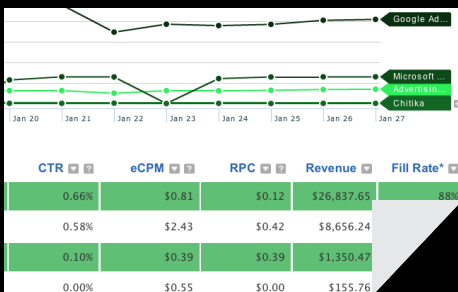
Normally, making your ads perform at their peak efficiency is tough work. You have to:

- Choose the most lucrative ad network for each open ad spot, and figure out when each network should run.
- Decide which ad size, color, and format to use.
- Pick the right locations for the ads, the right number of ads and the right mix of ad sizes.
- Monitor performance across your various ad networks.

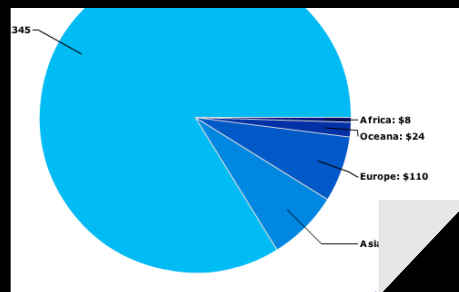
YieldBuild provides an easy-to-use, all-in-one, and effective solution. YieldBuild will:

- Remove the fuss of individually monitoring each one of your ad networks.
- Automatically test and determine the best combination of ad networks, placement, and formatting for ads.
- Continually retest optimized layouts to reflect traffic pattern changes and to prevent repeat-user “ad blindness.”
- Provide consolidated reporting to track performance.

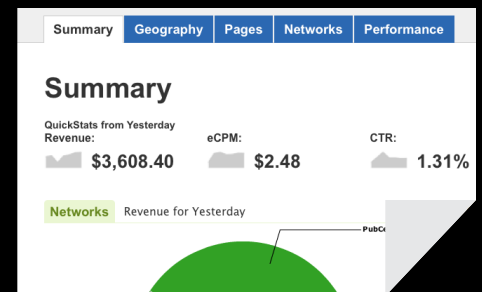
YIELDBUILD PROVIDES CONSOLIDATED REPORTING SO THAT YOU CAN EASILY VIEW THE PERFORMANCE OF ALL YOUR AD NETWORKS IN A SINGLE PLACE.



Compare and monitor your ad revenue streams across all your networks.



Drill down by geography, date and other meaningful metrics.

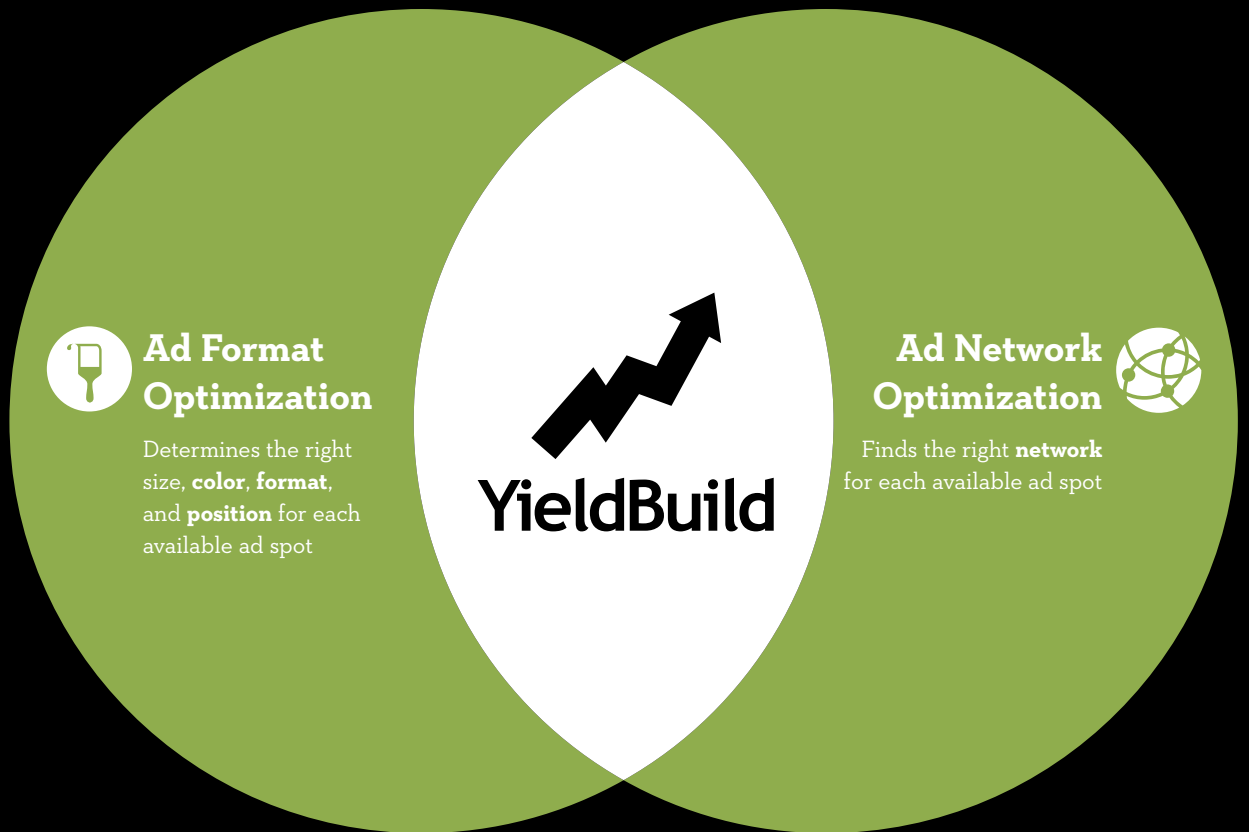


Learn how traffic changes and the interplay of networks maximizes your site’s revenue.

YIELDBUILD  
WORKS IN **TWO**  
DIFFERENT WAYS

Unlike other ad revenue optimization solutions, YieldBuild is the only service that offers fully automated format optimization of your ads, in addition to across-network optimization.

YieldBuild works with the most popular text and display ad networks, including Google AdSense, Yahoo Publisher Network, ValueClick Media, Advertising.com, Tribal Fusion, BlueLithium, Chitika, and more.



GETTING  
STARTED  
IS EASY

STEP 1

Sign up at [yieldbuild.com](http://yieldbuild.com).



STEP 2

Associate your networks.



STEP 3

Insert your code.



STEP 4

Watch your revenue start to grow!



FREQUENTLY  
ASKED QUESTIONS

**How much does YieldBuild cost?**



YieldBuild is free.

**What types of sites does YieldBuild work best with?**



Any site that is able to generate revenue from online ad revenue can see a performance improvement by using YieldBuild. YieldBuild has been used successfully by content sites, blogs, forums, social networks, and more.

**What kind of performance improvement can I expect to see?**



Every site varies, but our clients have seen revenue lifts of up to 200%.

**How long does it take to optimize my site's ads using YieldBuild?**



YieldBuild will begin testing layout permutations immediately. But there is a brief period in which below-par layout variants are weeded out. You can follow the progress of YieldBuild's training on your site with the YieldBuild status bar.

**How does YieldBuild manage payment?**



We do not change your relationship with your ad networks. You will continue to receive payments directly from your ad networks.

**How does setup work?**



YieldBuild is very easy to install. You simply have to embed a snippet of code into your site template, which replaces the multiple sets of codes you would otherwise have to embed from your various ad networks. Management across networks is done through your YieldBuild console, without having to mess around with code. We also have step-by-step express guides for users of WordPress, Blogger, TypePad and vBulletin.


**Sounds great!  
How do I sign up?**



Sign up at [YieldBuild.com](http://YieldBuild.com), email us at [PublishersTeam@yieldbuild.com](mailto:PublishersTeam@yieldbuild.com) or call us at 1-866-202-2982.

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