



EMP

Capture, and keep,
**CUSTOMERS’
ATTENTION.**

46% of marketers report that "the current metrics (clicks, viewability, etc.) used to measure performance aren't effective." How can you expect to know your customers with inadequate metrics? Our highly-engaging and reader-preferred ad formats elicit more than just clicks and views. Our formats track billions of micro-engagements—every swipe, scroll, tilt, play—so you can really understand customers' intentions. Only then can you truly connect.



CAPTION: Caption text here.

SEE THE FULL POWER OF YELDMO ENGAGEMENT METRICS:

As the world's first Engagement Management Platform (EMP™) our data reveals the truth about what matters to people, what piques curiosity, what triggers a second—even third—glance. For the first time, you can see how engagement—every nuanced interaction—leads to performance gains. You get smarter campaigns, and a much greater return on your ad spend.



The Yieldmo EMP is a self-service system for creating, managing, and analyzing engaging advertising campaigns at scale.

It's a quick process:

BUILD

Generate an eye-catching campaign by placing your creative assets within our proven ad formats.

MANAGE

Prepare your ads for debut by adding tags and tracking pixels.



ANALYZE

Learn how engagement drives performance with our advanced, easy-to-use, data visualization tools.

CONNECT

Reach highly engaged customers who are likely to convert, while suppressing those that won't.

THE YIELDMO EMP WORKS EVERYWHERE.

We've built the Yieldmo Engagement Management Platform (EMP) to integrate seamlessly into existing programmatic workflows. Using leading DSPs — including The Trade Desk and Google DBM—you can incorporate Yieldmo's proprietary engagement data, analytics, and proven formats into your existing systems to achieve the scale your brands need.

READY TO ENGAGE?

The Yieldmo EMP will be available for private beta customers starting in early January. To



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HI, I'M

type your first name here*

type your last name here*

I'M A

PUBLISHER

ADVERTISER

OTHER

I WORK FOR

type your company name here

**I CAN BE
REACHED AT**

type your business email here*

type your phone number here

HOW DID YOU HEAR ABOUT US?*



**I'D LIKE TO
TALK ABOUT**



I'D LIKE TO
TALK ABOUT

SEND

NOT INTO FORMS?
THERE ARE OTHER WAYS TO REACH US:

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