



Case Study

HOLISTIC YIELD MANAGEMENT SERVICE

RTL.HR



How iPROM’s AdTech solutions, with top-notch service and support, helped one of the biggest media companies in the region with their **digital publishing goals**

The case

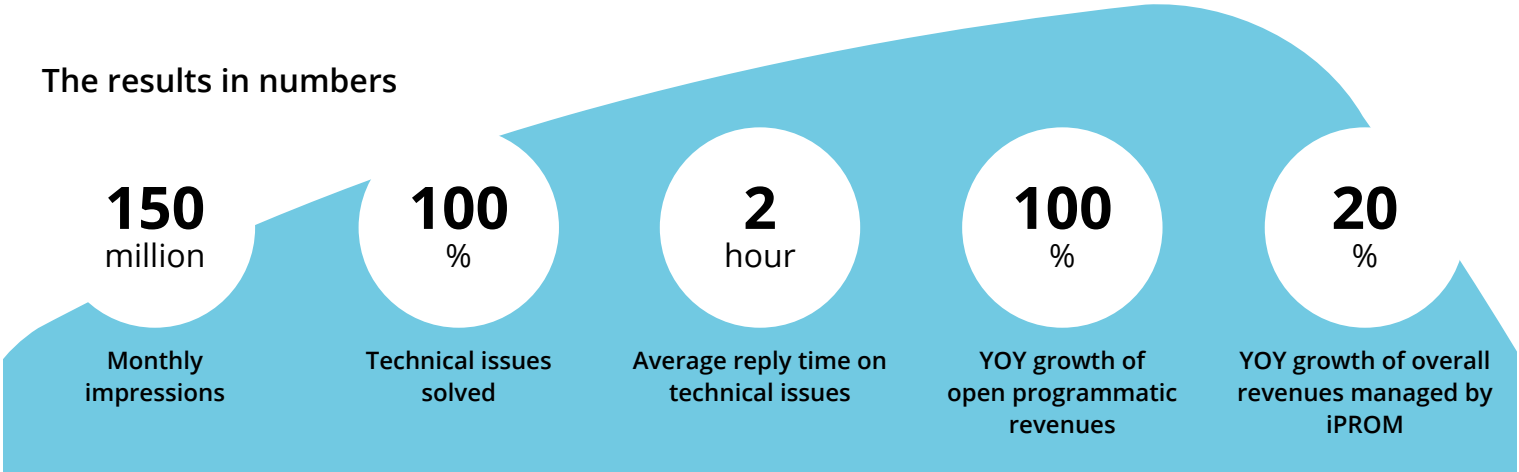
RTL (Croatia), as one of the most trusted brands and biggest media companies in the country, was looking for a reliable AdTech provider in the region to help them achieve their digital publishing goals. They were looking for a partner with strong technology background, which has been on the market for many years and growing and can also provide expert consulting on other digital advertising issues and challenges. Reliability, trustfulness, and top-notch support were also the qualities they were looking for, since they had bad experience with previous AdTech partners.

The solution

iPROM provided for RTL Croatia **optimal Ad Tech stack and holistic yield solution**. The whole Ad Tech stack is based on reliable and scalable first level infrastructure – **iPROM AdServer**. They decided for iPROM AdServer, because of its powerful features, great user experience and top-notch local support.

With additional features like **header bidding adapter and holistic yield optimization service**, we helped them optimize advertising yield from all main revenue streams: **direct campaigns, private programmatic, open programmatic and AdSense**. They have been iPROM’s satisfied client for several years.

The results in numbers





About the client

RTL Group is an international media company. The company operates 68 television channels and 31 radio stations in Germany, France and other European countries, including Croatia.

RTL Hrvatska is a Croatian free-to-air television network owned by the RTL Group. They are one of the most trusted media brands in Croatia and also one of the biggest digital publishers, managing several very popular news and thematic portals (mainly on net.hr and rtl.hr domains).

Webportals under their management: RTL Hr, Net HR, Dubrovniki Dnevnik, eMedijmurje, eZadar, KAportal, Riportal, SiB, Splitski dnevnik, Varaždinski, InDizajn, Klinfo, Kreni Zdravo, Macho, Putoholicarji, Sportnet and Žena.hr.

About iPROM

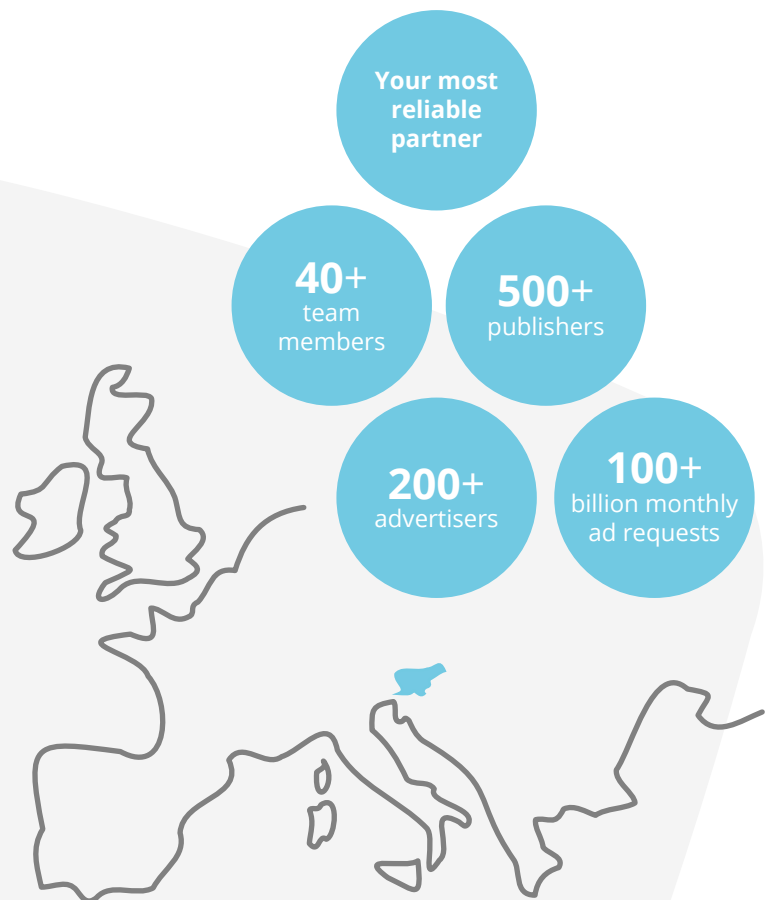
iPROM is one of the leading AdTech providers in CE Europe. We develop **advanced tech solution and offer expert service for digital publishers**. With more than 40 team members, we serve more than 500 publishers around the globe.

We also collaborate with 100+ SSP Platforms and 200+ advertisers, mostly big brands and international advertisers. We manage 100+ billion monthly ad requests.

One of the most popular services we offer for publishers is **holistic yield optimization**, with zero hassle implementation and algorithms for recommending optimal DSP portfolio and pricing strategy.

Other services we offer to publishers:

- ongoing optimization of all revenue streams
- TCF v2.0 integration
- inventory quality and ad format optimization
- development of custom formats
- ad operations support
- brand safety rules and regulations
- AdTech stack optimization
- AdServer adjustments
- DMP Audience analysis
- advertising and other data/platform integration



You are serious about publishing; we are serious about Ad-Tech and helping premium publishers achieve their full revenue potential. How can we help you to achieve your goals as a publisher?

Get a free consultation from our yield optimization experts:



Simon Struna

simon.struna@iprom.eu



Mirko Strle

mirko.strle@iprom.eu



Žiga Komac

ziga.komac@iprom.eu

Sign up for more info at: www.iprom.eu