



AI in Relevant Yield

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*Scan to connect
with Petri:*



Petri Kokkonen, CEO

Relevant Digital



Thuy Ho, Sales

Relevant Digital

*Scan to connect
with Thuy:*



Who we are



Relevant Digital, 10+ years in AdTech & Programmatic.



Present in 20+ countries.



Own Technology : Relevant Yield a **modular** SaaS platform for Digital Ad sellers.



Members of IAB & Prebid.org.

USA
&
Canada

UK

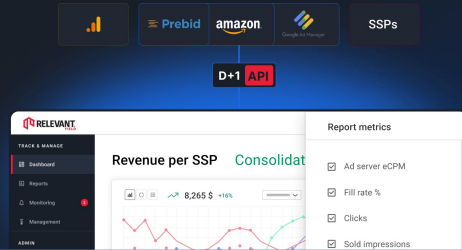
Europe :

Nordics, Germany,
Netherlands, France,
Spain...

Lat.
America

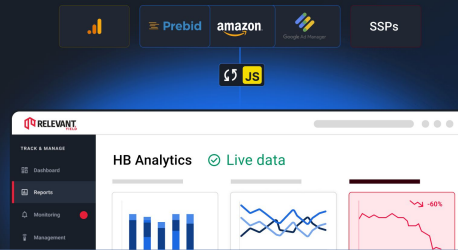
AI-Assisted Modules for Smarter Ad Sales

Ad Revenue Insights



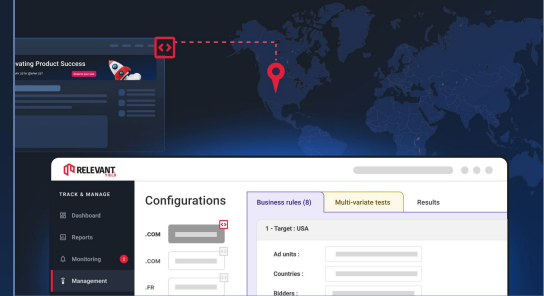
Unified Ad Sales Reporting

Header Bidding Analytics



Optimal Ad Tech Performance

Header Bidding Manager



Simplified Header Bidding Management



You can use all 3 modules or integrate only the required ones in your current solution.



Core Capabilities of Relevant AI

Data Analysis & Reporting



Real-time Problem Solving



Performance Optimization



 Relevant AI

New Chat

List our top performing placements by revenue?

Analyzing placement performance by revenue...

Here are the top performing placements by revenue for the last 30 days:

Placement	Revenue (€)	Impressior
news.com - Rectangle 300x250 (v2)	137,646.75	47,875,467
news.com - Skyscraper 160x600	126,021.38	43,789,941
news.com - Top banner 980x180	122,402.26	42,626,857
sport.com - Rectangle 300x250	78,160.18	27,142,037
sport.com - Top banner 980x180	70,818.11	24,559,118
sport.com - Skyscraper 160x600	69,113.58	23,879,501

The data shows that news.com placements are your strongest

Multilingual Support



& much more..

How Relevant AI Works



Powered by Advanced AI

- LLM Selection: Practical testing with various models.
- Main Model: Anthropic's Claude AI, supported by three other models
- Retrieval-Augmented Generation (RAG): Connects Relevant's documentation & industry sources for better insights.



Introducing Relevant AI

Your AI-Powered AdTech Assistant:

- ✓ Seamlessly integrates with Relevant Yield.
- ✓ Simplifies workflow & optimisation.
- ✓ Provides real-time insights for better decision-making.





Thank you!

www.relevant-digital.com