

## PRESS RELEASE

# Ringier Advertising now benefiting from the programmatic expertise of Yieldlove

**Hamburg, 12 January 2022** Ringier Advertising, the marketing arm of leading Swiss media company Ringier AG, is now using the programmatic solutions provided by Yieldlove, a Hamburg-based specialist in header bidding. With effect from January 1, 2022, Yieldlove, a subsidiary of the Ströer Group, has taken charge of the entire cross-border marketing program for all Ringier platforms outside Switzerland. Within Switzerland, Ringier is now deploying Yieldlove's header bidding solution.

Ringier is one of the biggest publishers in Switzerland, boasting a portfolio of more than 110 subsidiaries in print, digital media, radio, ticketing, entertainment, and e-commerce as well as leading digital marketplaces in the automotive, real estate, and recruitment sectors. In 2018, the company generated revenue in excess of 1 billion Swiss francs. Ringier was an early adopter of digital solutions – and digital now accounts for 71% of its operating profit. That puts Ringier among the very best in Europe in its field.

“In Ringier Advertising, we now have a high-profile, modern partner on board that understands the challenges of the digital sector. We are thoroughly sold on Ringier and its platforms and really look forward to working with such a future-focused company,” says Karsten Krienke, managing director of Yieldlove GmbH. “Market-leading technology meets market-leading publisher. We can't wait to get to work!”

The collaboration sees Yieldlove take charge of the entire cross-border marketing program for all digital Ringier platforms, with traffic from outside Switzerland being monetized exclusively by Yieldlove. For its domestic traffic, Ringier Advertising will now be using Yieldlove's proprietary header bidding technology, which will be made compatible with the Xandr ad server exclusively for Ringier.

All components of the partnership will be progressively rolled out over the coming months.

“In Yieldlove, we have found a programmatic expert that will cement our leading position within Switzerland and give us an even stronger foothold in the international market,” says a delighted Thomas Passen, managing director of Ringier Advertising. “We were won over by Yieldlove’s in-depth experience in the digital sector and above all by its flexibility in engaging with our individual technical requirements and finding a solution that is the best fit for us.”



#### **About Yieldlove**

Yieldlove is an award-winning, European market leader for programmatic ad monetization. We offer innovative solutions and proprietary technologies that help more than 700 publishers around the world to maximize their revenue streams.

Our success is the product of a diverse, passionate, and experienced team from around the world.

Since 2017, we have been part of the Ströer Group, Europe’s biggest marketers of premium advertising and publisher.

[www.yieldlove.com](http://www.yieldlove.com)

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