

# About Yieldr

## Mission Statement

To be an agent of change in the aviation industry by making every flight more profitable through data insights and activation.

## Company Description

Yieldr is the marketing automation platform for airlines.

The company boosts the profitability of individual flights by allowing airlines to identify distressed inventory and connect those empty seats with travelers ready to fly. Utilizing Yieldr's enterprise solution, marketers and revenue managers gain control through insight and activation tools in order to decide what flight to promote, to whom and with what message. Founded in 2008, Yieldr is headquartered in London, with its development office in Amsterdam and central sales unit in Barcelona as well as an additional commercial office in Berlin.

## Yieldr's Underlying Technology

Yieldr is a programmatic marketing-automation platform specializing in real-time online advertising, which activates data into relevant communication channels throughout the customer journey.

Combining an integrated data-management platform (DMP) and demand-side platform (DSP), Yieldr processes billions of requests across the globe on desktop, video and mobile.

## Key Facts

2008 Yieldr was born

35+ Employees

20+ Airlines working with Yieldr

6+ Million euros raised in funding

30 Billion bid requests processed each month

The logo for Yieldr, featuring the word "Yieldr" in a bold, green, sans-serif font.

# Quotes

## **Mendel Senf**

We've effectively closed the gap between revenue management and marketing. Our solution allows these previously bespoke teams to work collaboratively to ensure every seat is booked while reducing costs and increasing revenue.

## **Joseph Vito DeLuca**

The transportation industry has Uber, the accommodation industry has Airbnb and now the aviation industry has Yieldr. We're fundamentally changing how airlines operate by giving them the necessary tools to become more efficient and more profitable.

## **Imre Vogelzang**

We've worked with the World's top airlines for several years. With that industry experience, we've come to know the unique challenges of our partners to manage their yield. Thus, we've built a unique solution that allows airlines to tailor demand towards bespoke routes.

## **Alex Kalyvitis**

Unlike other generic solutions, our product is specifically designed and continually optimized for the unique challenges of the airline industry. Everything within our SaaS platform was implemented with revenue managers and marketers of airlines in mind.

## **Victor van Venrooij**

Rather than focusing on general KPIs such as CTR and conversions – which can sometimes be misleading – we look at an airline's bottom line. We ensure that media pressure is allocated to flights must in need of the extra demand.

The logo for Yieldr, featuring the word "Yieldr" in a bold, green, sans-serif font. The letter 'i' is lowercase and has a dot, while the other letters are uppercase. The 'r' has a distinctive shape with a curved bottom.