Welcome to Yieldr

Whether you’re a Yieldrling just getting up to speed or you’re a seasoned pro who needs a refresher, this guide will be useful. The Yieldr Team Handbook is here to give you a place to find necessary resources and information to be successful. Treat this document as a broad overview, which will direct you towards more in-depth resources.
Who We Are

Our Core Purpose

Whether it’s helping companies reach the right consumers to sell their products or guiding an airline to fill empty seats, it’s in our DNA to liberate businesses from traditional, inefficient processes.

We believe five things to be true:

• Relevant communication to end customers is currently being executed poorly
• Brands should be liberated from inefficient/ineffective controlling forces (the walls)
• Efficiency contributes to scalable and sustainable growth
• Oversupply exists in almost every major sector
• Software and automation will transform traditional structures into efficient processes, freeing up the user’s time to focus on more valuable activities.

Our name has always been our purpose. We help businesses derive maximum yield from their existing resources to boost efficiencies, cut out waste, and ultimately drive revenue. We will never build a product that strays from this purpose.

One of our core values here at Yieldr is that our users lead. And our users are led by the value they bring to the end consumers of their product. In a world filled with competition and a fixation on profit, sometimes the user gets left behind. Not on our watch.

Eliminating inefficiencies and increasing value while providing value to consumers is who we are. We are Yieldr.

Our Brand

Whether you’re working on a product, building a presentation or even sending an email, our brand guide will help you to stay true to Yieldr. Here you’ll learn about our brand philosophy and how to apply it to your own work.

This is our identity. This is who we are. This is what guides us and is the core of what we do. Our identity must be consistent across external and internal collateral, in our platform, and in all presentations and events. At Yieldr, we stand as one. This unity guides us to success. This unity’s foundation lies upon a consistent identity.

In order to help you stay aligned with our brand, you can find useful templates, our font and various logo assets in our branding folder.

Our marketing and design teams will be watching you ;)

Who We Are
Our Values

These are our building blocks to success and the foundation upon which we build our businesses. Our values guide us towards our shared vision to bring greater efficiency to people, products and organizations that surround us.

Be Humble
We believe in empathy over egos. Humility will always get us further than pride. Through both successes and failure, we remain modest and put others before ourselves.

Challenge the Status Quo
Don’t do things just because they’ve always been done a certain way. The key to our success is the ability to adapt and continually optimize everything we do.

Legs Feed the Wolf
A wolf does not eat simply by being a wolf just as talent alone will not propel us to greatness. We must put in the leg work and habitually improve ourselves through dedication and learning in order to succeed.

Answer the Bell
There’s never a challenge we don’t like. No matter the challenge, collectively or individually we never hesitate to rise to the occasion to conquer it. We hold ourselves accountable rather than pass on responsibility.

The User Leads
At the heart of everything we do is the end user. Everything we do is done with the user in mind. By having a truly customer-centric approach, we’re able to build products that are loved.

Iron Sharpens Iron
We test our thoughts and ideas against one another to be the best we can be. We understand that through feedback and collaboration, we become stronger.

Jump off Cliffs
When we see an opportunity, we don’t hesitate! We believe in learning by doing and “building our wings on the way down.” Our greatest growth potential lies outside of our comfort zone.

Complete Life
We value a balanced lives inside and outside the office. We believe in being complete people, managing our well being in all facets: emotional, spiritual, physical, professional and personal.
What We Do

Our Products

From the belief in our core purpose and core values rises the vision for our products. Our current portfolio aims at improving the efficiency of the airline and advertising industries, respectively.

Yieldr Air
Yieldr Air is the data analytics platform built exclusively for airlines. The software 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 Air, 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.

Yieldr Ads
Yieldr Ads is the programmatic advertising arm of Yieldr. The platform processes billions of requests across the globe on desktop, video and mobile, allowing travel and travel-related brands to engage with high-value travel audience segments through automated data activation.

Our Teams

We are made up of ten primary teams, which we'll outline in the coming pages. For a broad overview of our organizational structure, check the Employees section in Bamboo.

Supporters Board
Driving Success
While some places may have management, we have Supporters. This board drives the strategy of the company and the success of every Yieldr by putting us in the best possible situation to succeed.

Engineering
The Brains of the Operation
These are the ones way smarter than the rest of us that bring our visions to life. As the backbone of the company, these guys build and maintain the lifeblood of the company, which is our software. Also call them Engineering instead of Development.

Design Studio
Beauty & Function
This team lies at the intersection of product and brand. If marketing is the voice, this team is the face, providing seamless user experiences and polished on-brand content.

Marketing
The Voice
Communications is their game. Whether it's an ad campaign, whitepaper or guest column, there's a good chance they'll have a hand in it. They'll be watching closely to see if you are on-brand ;)

www.yieldr.com
This team of sharks can sense blood in the water from miles away. When there is a prospect insight, they relentlessly stalk their prey until a new contract is signed. In all honesty, they only bite sometimes ;)

Customer Success
Major Key
This team ensures our clients are happy and are reaching all of their goals within the Yieldr platform. They also keep clients in the know about new features and opportunities.

Sales
The Hunters
This team of sharks can sense blood in the water from miles away. When there is a prospect insight, they relentlessly stalk their prey until a new contract is signed. In all honesty, they only bite sometimes ;)

Product Management
The Visionaries
This is where the blueprints for our products are derived. Our product management team gathers external intel and analysis from the industry. They create a structured product roadmap and manage key business relationships.

Finance & Talent Development
Processes & People
These guys keep everything up and running at Yieldr. Whether it's keeping us within budget, making sure we're compensated, ensuring we're practicing the right procedures or getting us settled in our new roles and new surroundings, they'll make sure everything is taken care of.

Pro Tip: Don't bite the hand that feeds ;)

Where We Work
Yieldr Labs
Amsterdam
Stadhouderskade 85 - 6
1073 AT Amsterdam, The Netherlands
+31 85 87 71 018
amsterdam@yieldr.com

Where We Work
Yieldr Labs
Amsterdam
Stadhouderskade 85 - 6
1073 AT Amsterdam, The Netherlands
+31 85 87 71 018
amsterdam@yieldr.com

Pro Tip: Don't bite the hand that feeds ;)
How We Work

100% Agile

We pride ourselves on being a 100% agile team. Every team at Yieldr utilizes scrum methodology to organize tasks, plan work and collaborate with other departments. If some of this terminology sounds like a foreign language to you, there's no need to worry. As part of our personal development plans (which you'll learn more about in Section 6), you'll have the opportunity to become a certified scrum master.

We use Atlassian's Jira to organize our backlogs, sprints and Kanban boards and track all of our day-to-day tasks and long-term projects. Each department has its own board within the system where you can create, track and maintain 'tickets.' Here you can visualize and prioritize all of the assignments that belong to you, your team, and everyone else in the company.

Working from Home

We encourage you to work in any manner to facilitate your best work. This includes working from home. All we ask is that you clear it with your Supporter first, log it in Bamboo, and be available if your colleagues need to reach you.

How We Communicate

Slack

Slack is our internal communications tool. This is the preferred method to contact your fellow Yieldr colleagues. We like to limit email use as much as possible. In Slack, you can contact people directly, create group chats, create or join groups for teams or specific projects, and we even have a few channels just for fun!

You can log in here.

One-on-Ones

Another central point to our commitment to an open working culture is our one-on-ones between people managers and their employees. On an ongoing basis, these one-on-ones are conducted with the employee preparing an agenda to discuss any problems, questions or concerns. Everything is on the table during these discussions.
(Awkward) All Hands
If you’re reading this, chances are you’ve been initiated via our notorious Awkward All Hands. If not, prepare yourself! Let’s face it, we’re an awkward bunch. That’s why we give all of our new family members a chance to awkwardly introduce themselves in front of the entire company. When we don’t have a new member of the family to introduce, we still get together (awkwardly) from time to time to make announcements and keep everyone up to date on company developments.

Company Newsletter
Once a month, you’ll receive a newsletter in your inbox with a recap of the month’s proceedings and an outlook to what’s ahead. We also like to throw in some funny moments, so stay on the lookout for a few laughs.

OKRs
In order to stay aligned, we work with OKRs (objectives and key results). Working with OKRs is a methodology used by the top companies in Silicon Valley, such as Google, LinkedIn, and Twitter, among others. It’s a way of goal setting for everyone throughout the company so that everybody contributes to achieving, for their part, the top company objectives. It makes the organization more efficient and focused on things that matter and needs to be done.

Feedback & Reviews
Living by our mantra of Iron Sharpens Iron, we use a tool called Impraise to provide real-time 360° feedback to anybody and everybody who’s a part of Yieldr. We use Impraise to track targets, performance and skills. Every quarter, you’ll give yourself a self assessment as well as receive an assessment from your supporter. Then the two of you will sit down and discuss your performance, identifying any differences of opinion.

You can log in here.
How We Nurture & Develop Talent

The Yieldr Family

When you sign on with Yieldr you’re not only embarking on a new career endeavor, you’re becoming a part of a very close family. We’re a close-knit group that knows each other by name and often connects beyond the walls of the office. We believe the personal relationships we forge helps us perform better, work more efficiently and have more fun while doing so.

Protecting Our Most Important Asset

Yieldr’s most important asset is its people, and the most important asset to our people is their time. Therefore, we want to maximize our time by having effective, efficient and timely meetings.

Before every meeting, there should be a clear objective, including a desired outcome you’d like to reach from the meeting. We strongly suggest sending an agenda to all the participants prior to the meeting. Make sure that for each topic you have assigned a certain timeframe to discuss.

If you need a room for your meeting please include this in your Google calendar event. Next to the usual guests input option (found to the right) is an option to select a room. Rooms available for your designated time will automatically be displayed.

Every meeting must start on time! As every meeting starts on time, every meeting ends on time as well. As part of our scrum mentality, it’s important to respect our time boxes.

If there is any need for follow-ups or To Dos stemming from the meeting, please delegate tasks, including delivery dates.
How We Nurture & Develop Talent

How We Keep Things in Order

Tracking Where You Are & Team Info
We use BambooHR for keeping all things organized on the talent and development front. All compensatory items such as salary and bonuses can be found in your Bamboo account.

It's also required to let us know where you are. After you've consulted with your Supporter, please log any time you're using one of your 25 allotted private holidays, update us when you're working on location, or let us know when you're working from home.

BambooHR is your place for additional resources such as our team directory, our expense form and further company guidelines. Oh, and please keep your own details up to date ;)

You can log in here.

NPS & Employee Satisfaction
For those not familiar with the term, NPS stands for Net Promoter Score. The NPS is an index ranging from -100 to 100 that measures the willingness of employees to recommend Yieldr to others. It’s used as a proxy for gauging employees’ overall satisfaction and loyalty towards Yieldr.

Once a quarter, we send out an employee survey asking everyone their opinion on a variety of topics – in addition to the NPS – such as corporate strategy, facilities, working structure and benefits. It’s important to get everyone’s feedback. Hearing your voice is essential to making Yieldr a great place.

Equipment
Everyone at Yieldr is equipped with a MacBook and any necessary accessories such as a mouse, keyboard and external monitor. Depending on your role, you might also have other hardware such as a phone. Every piece of equipment is ID’ed and recorded in Bamboo. It’s your responsibility to take care of your toys ;) Treat these things as your own.

As a security precaution, we all bring our Macbooks home every night rather than leaving them in the office. If for some reason you need to leave yours at the office, we have a vault where it can be stored for the night.
How We Get Paid & Take Time Off

Getting Paid

We pride ourselves on being the Yieldr Family. We also understand that this is a job and you expect to get fair compensation for your hard work. We want you to know you’re always able to speak freely and openly with your Supporter even if these conversations sometimes might feel a bit uncomfortable to bring up.

Now let’s run through some of the basics about how we get paid at Yieldr.

Salary

Your salary is paid monthly during the last week of the month to the bank account you supplied to us. Be sure to keep this up to date in Bamboo ;)

Bonus

Our bonuses are paid out quarterly. This means you can achieve 1/4 of your annual bonus every quarter. In order to qualify for quarterly bonuses, we need to reach our minimum company target hurdle. This is defined and presented at the start of each quarter.

Bonuses consist of three components:

- Company Target = 50%
- Team Target = 30%
- Personal Target = 20%

Bonuses are paid out in the month after each quarter. For instance, Q1 bonuses are paid out in April’s salary. To review a more extensive breakdown of our compensation framework, check out our Compensation Framework.

Holiday Allowance

If you live and work in The Netherlands, you’re entitled to an extra holiday allowance, which is 8% of your annual salary. This is usually paid with your regular salary in May. The idea is that you’ll have a nice lump sum of money to book a holiday with.

The holiday allowance payment is calculated from June 1 of the previous year through to May 31 of the current year. If you didn’t work for part of the year, the amount will be adjusted to reflect this.

In Spain, we have a similar process where the allowance is paid with your regular salary in March.

Sabbaticals

In the vein of Complete Life, we offer one month paid sabbaticals for every 5 years of service. Be sure to plan far in advance with your team and log the request in Bamboo to be approved by your supporter.

You can find all the details here.
Taking Leave

This leads us to our next topic – taking time off at Yieldr. We’re big proponents of living a balanced life and planning our work around our lives, instead of the other way around. What we ask is that you approve everything with your Supporter and log your activity in Bamboo so we can always remain aligned. Now let’s go through some of the specifics:

Vacation Days
Yieldr offers every employee 25 vacation days for the calendar year. For those who don’t start in January, your holiday time will be prorated. We recommend using all 25 days throughout the year in order to maintain a healthy work-life balance. However, any vacation days you don’t use will be carried over to the next year. Check with your Supporter and book the time off in Bamboo. Bon voyage!

Sick Leave
If you’re sick, don’t stress. Rest at home until you feel good enough to come back to the office! Just remember to let your Supporter know before 9am and don’t forget to record your sick leave in Bamboo.

Extraordinary Leave
Additional Leave Days are available for the following reasons:

Moving
We know moving isn’t easy! Take an additional day off when moving houses or apartments.

Marriage
Congratulations! You’re entitled to 2 days off when you get married, enter a registered partnership, or elope.

Family Member Gets Married
Weddings can sometimes be an all-day event. If an immediate or extended family member is getting married or entering a registered partnership, you’re entitled to 1 day off to attend the event.

Dentist & Doctor Appointments
Your health is important – don’t let work stand in the way. Just let your Supporter know about your upcoming appointment and you’ll be able to take the necessary hours off.

Contingency Leave
Yieldr employees are entitled to a leave of absence for personal and unforeseen circumstances such as a death in the family. In these instances the allocated time off will be agreed between the employee and their Supporter.

Short-Term Care Leave
If your parents, partner, or child get sick and you’re the one responsible you can request a leave. The amount of time off and salary paid during the leave (no less than 70%) can be negotiated between you and your Supporter.

Long-Term Care Leave
Employees can take unpaid leave to take care of their seriously sick partner, child, or parent. The length of the leave can be discussed and agreed upon with your Supporter.

Parental Leave
A baby! How exciting! As a new mother you’re entitled to 16 weeks of maternity leave. This leave can start between 4 and 6 weeks before your expected due date. Let’s not forget about partners though! As a new parent, you’re entitled to 2 weeks of leave after birth.

Employees are entitled to benefits of up to 100% of their pay during parental leave. Same thing applies if you adopt a child.
Benefits

Personal Development Plans
In line with our core value Legs Feed the Wolf, we believe in constant and habitual learning in order to grow. That's why we've set aside a special budget for every employee to read books, take courses, and attend conferences so you can improve your professional abilities. You'll sit down with your Supporter and come up with a personal development plan (PDP) broken into quarterly objectives.

To learn more about PDPs, check out our training and development initiative.

Employee Stock Option Plan
We're all in this together at Yieldr. Therefore everyone should enjoy a piece of the pie. That's why everyone at Yieldr has the opportunity to acquire options through our employee stock option plan (ESOP). The basic rules are as follows:

- After working at Yieldr for 2 years, you have the possibility to buy options.
- Yieldrs get options for €0.01 per option
- You have a vesting period of 3 years.
- Options are exercised by employees when the company is acquired or taken public.
- If you stop working at Yieldr within 3 years, your option will stop vesting and you lose the options

You can find the full details of our ESOP here

Team Events
An important part of our culture is team bonding and connecting with one another beyond the walls of the office. That's why we organize team events on three levels.

Firstly, we have team drinks every second Friday so that we can take a bit of time in our busy schedules and catch up with our local colleagues.

Next we organize, quarterly team events, where we do something a bit more engaging, such as bowling, paintball, escape rooms, etc.

And then we have the crème de la crème of our social calendar: our annual company-wide summits. These typically span over a few days and are carried out at an offsite location to really give us a chance to bond and have some fun together.
How We’ve Got You Covered

International Holidays
In addition to the typical get togethers, we also have what we call International Holidays. This is a celebration of our diverse international team. For this, we provide budget for a team member to share her/his home country’s holiday with the rest of us.

To learn more about how this works, check out our International Holidays initiative.

Document the Process
What good is a story if it’s not shared with anyone? That’s why we rolled out the Document the Process initiative. In order to go behind the scenes and share what life at Yieldr is like, we share what’s happening on Instagram, Medium, and the Yieldr Blog.

The best part of this process is we want everyone involved! In addition to having access to our company Instagram account, you can work with the marketing team to produce an article about your work on our Medium publication and the Yieldr Blog.

To learn more, check out this deck.

Lunch Program
We must confess, one of the highlights of our day is lunch. Not because we’re lazy, but because we love getting together as a family and discussing our lives outside of work with one another.

We even offer a catered lunch, which you can opt into for approximately 50 EUR a month, with the option of either a vegetarian or meat dish. No matter your dietary preference, we welcome you to our table.

Employee Referral Program
Like any great family, ours always has room for more. We’re always on the lookout for new team members. The best candidates don’t typically fall in our lap. We need actively seek them out and there is no better way than by tapping into the Yieldr force.

With our employee referral program, we compensate our team members who refer someone who is hired and works for the company for at least six months. Compensation is given out in the form of gifts (trust us, you win the tax game here) based on the seniority of the hired individual.

To learn more, check out this deck.
Fitness
We know it's important to stay active outside of work to maintain a healthy lifestyle. That's why we have membership cards for Basic Fit for our employees! Grab a card off the bookshelf in the office, head to a Basic Fit location, and get your sweat on!

Claiming Expenses

Commuting
If you live over 10km away from the office, we'll cover your commuting expenses. For those driving to work, you'll be reimbursed €0.19/km. If you have to take public transport, Yieldr will reimburse your monthly costs, based on 2nd class travel fees. Biking is still the preferred method of transport ;).

Business Travel
All business travel is covered by Yieldr. Whether it's by plane, train, or car, you'll be reimbursed. Make sure you keep your receipts and fill out an expense report when you get back from your trip. As for all the dirty details, you can find them below.

Flights
- Request approval from your Supporter.
- All bookings must be done by Finance.
- Maximum of €150 for return flights within Europe.
- If it exceeds €150, request approval from your Supporter.
- For flights outside of Europe, request approval from the Supporters Board.
- Extra luggage is allowed if you're traveling for more than 5 working days.

Hotels
- Request approval from your Supporter.
- All bookings must be done by Finance.
- Maximum of €70 per night.
- If it exceeds €70, request approval from your Supporter.

Transport
- Travel from the hotel/airport to a Yieldr office, client meeting, or event venue can be expensed.
- Use public transport only.
- Use taxis only in exceptions (for example, traveling by night or unexpected/big delays).

Meals – Business Relations
- Maximum of €50 per day.
- If it exceeds €50, request approval from your Supporter.
- If it exceeds €100, request approval from the Supporters Board

Meals – Personal
- Expensable when traveling abroad.
- Maximum of €25 per day.
- If it exceeds €25, request approval from your Supporter.
- If you're part of the lunch program, you can join lunch in all Yieldr offices.
- Yieldr team dinners & drinks: request approval from the Supporters Board.

Team Events
Request approval from the Supporters Board.