

CASE STUDY

AD POLICY COMPLIANCE MANAGEMENT and

Solution Engineering services for a leading Retargeting platform

ABSTRACT

iOPEX is a partner for publishers, ad-tech players and agencies to streamline, manage and scale their ad operations. We enhance speed and quality of operations by bringing a balanced mix of process standardization, quality assurance and robotic process automation.

Our proprietary iMediaLens framework also enables brands and marketers with real-time time-sensitive business analytics to enable better business decisions to optimize/maximize spend across right channels that yield consistent ROIs.

ABOUT CLIENT

The client is a leading performance marketing platform headquartered in USA with more than 35000 clients. The platform provides customized solutions to retail, small businesses, B2B businesses and agencies in the following capability areas: Prospecting, Retargeting, Email automation, Onsite conversions.

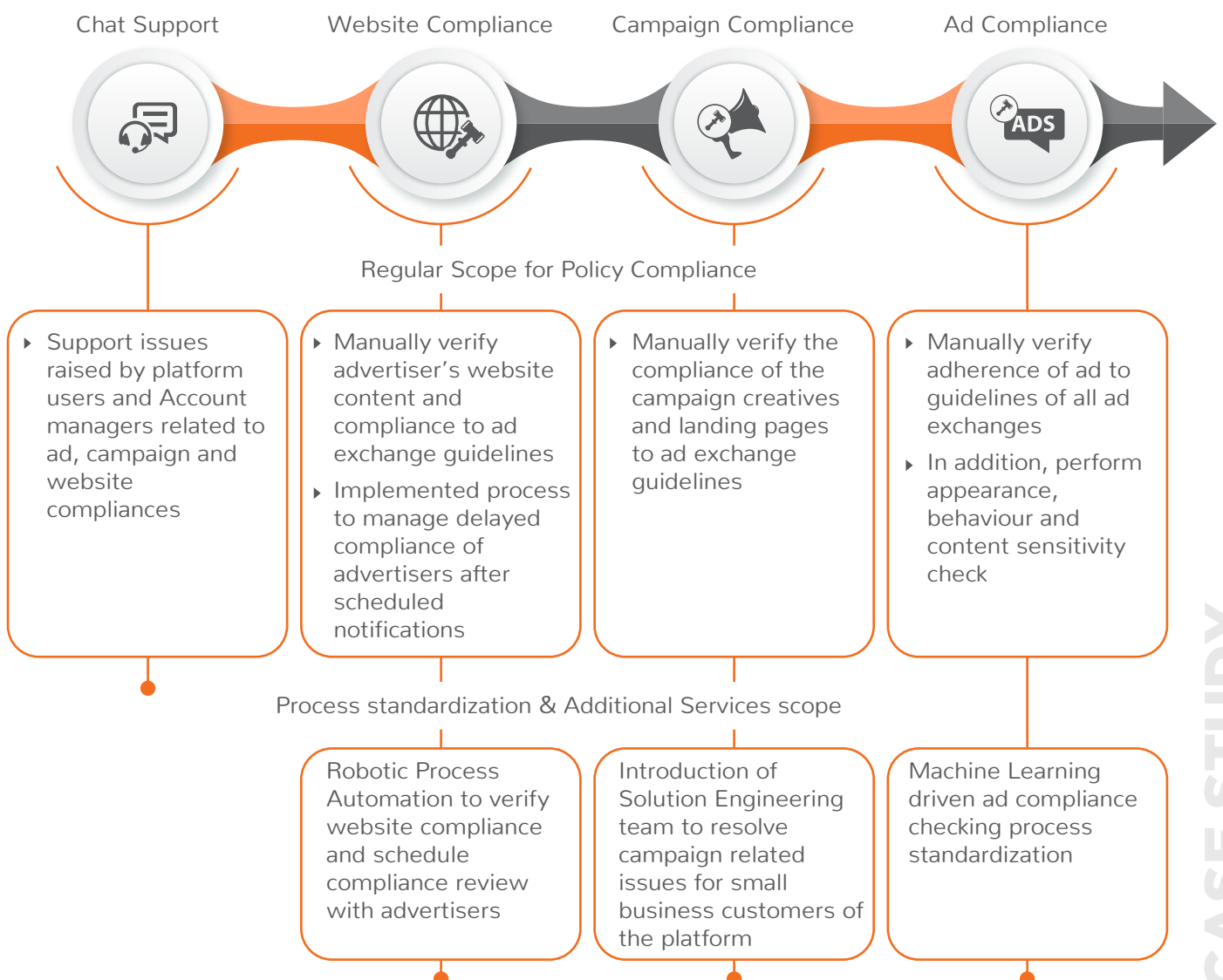
THE CLIENT STORY

Client's supply side platform is used by a large ecosystem of advertisers to execute ad campaigns. These campaigns are programmatically served by the client platform through partnered ad exchanges. Each ad exchange has its own policy guidelines to ensure that the ads served through them do not endanger the brand safety of the publisher domains owning the ad inventory where the ads are served.

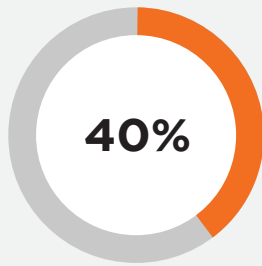
In order to maintain adherence to these policy guidelines, it becomes necessary to have a manual operations in place that verifies all the campaigns and creatives of the advertisers before they go live. However, with the every-growing list of advertisers subscribing to the platform, scaling up the operations while maintaining quality and speed becomes a challenge.

To add to this challenge, the cost of operations was increasing due to the increasing scale. Hence, the client was looking for a partner who can manage large scale of operations with the same efficiency at lower operational costs. iOPEX was chosen as a partner to help manage these operations and address the client platform's challenges.

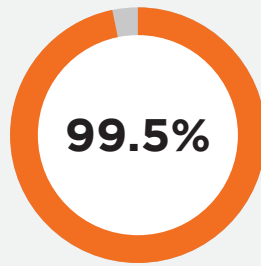
WHAT DID WE DO?



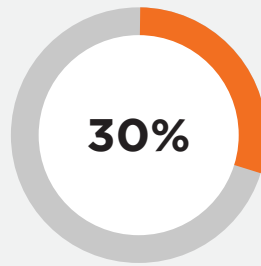
BUSINESS OUTCOMES



Reduction in average processing time for a creative



Accuracy to detect inappropriate creatives and drive brand reputation



Reduction in operation cost to drive brand protection services



Doubled the volume of creatives verified per month

NEXT STEPS

- ▶ Extensive Robotic Process Automation implementation to further reduce turnaround times while sustaining the current accuracy levels in operations