CASE STUDY

ENABLING NEAR REAL-TIME MANAGEMENT of campaign data for better Decision making

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.

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iOPEX [Business Optimized]∞ TECHNOLOGIES

ABOUT CLIENT

The customer is a leading audience insights network and demand side advertising platform which helps advertisers better understand the persona and online behaviour of their target audience and construct effective campaigns that will be most engaging.

THE CLIENT STORY

Customer's demand side platform is used by a large ecosystem of advertisers to execute programmatic ad campaigns. In the backend, an operations team was established by the customer to generate analytics reports to support decision making on campaign optimization and deliver best results. These reports had to be generated by comparing advertiser campaign performances recorded in the customer platform with performances captured in all ad servers leveraged by the customer platform for executing these campaigns. These analytics reports also form the basis for billing reconciliation and invoicing. Considering these critical aspects, accuracy and turnaround time were of paramount importance.

Recognizing that outsourcing is essential to achieve cost savings and realize ROI that matches industry standards, the customer outsourced these operations to a vendor and contract employees. However, lack of process stability and operational silos present in the vendor's operations coupled with high attrition rate of contract employees led to less than desired turnaround times and accuracy levels. Because of this, the ROI which was expected from the outsourcing decision was not achieved and more importantly the risk of impact to campaign performances was increasing.

The customer was looking for a partner who can help them with resolving the operational pain points and to achieve the targeted ROI. iOPEX was chosen as the partner for a pilot engagement in one of its three global regions.

WHAT DID WE DO?

Solution

iOPEX understood that the core solution lies in setting up a unified and efficient campaign analytics and billing reconciliation operations that enabled better decision making on a near real time basis. iOPEX brought in its expertise in ad operations to implement:

01 Best practices and process standardization and

- ▶ By templatizing and streamlining operations to eliminate all process ambiguities and operational silos

- ▶ Automating all repetitive processes in data extraction and report generation to reduced turnaround time by half and increase the accuracy of the generated reports

02 Quality Assurance practices

- ▶ By establishing proactive processes with automated alerts that identified and addressed issues before they occurred or on immediate occurrence

- ▶ Introducing double verification processes that kept the accuracy levels close to 100%

CASE STUDY

Additional Scope based on performance

Impressed with the results achieved by iOPEX, customer has expanded the scope of operations to cover all of its global regions. In addition, gaining confidence with iOPEX's operational efficiency and domain knowledge, the scope of engagement was also expanded to also include:

01   First level of troubleshooting and optimization of campaign performances which was previously handled by internal team of the customer

02   Proposal generation and verification process to support Account Managers in negotiations

03   Quality Assurance for

- ▶ Approval of all campaigns before they are made live
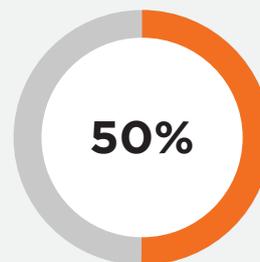- ▶ Compliance check for ad creatives that need manual verification

BUSINESS OUTCOMES

100%

Accuracy in Report quality

60%
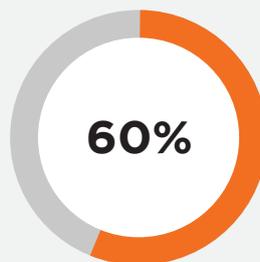
Reduction in turnaround times

50%

Reduction in operation costs

- ▶ The ROI targets that the customer envisioned have been achieved
- ▶ With stability and standardization brought in with good quality assurance, all the fundamentals for driving further operational efficiency through Robotic Process Automation are set up
- ▶ Customer's internal team is able to focus its efforts on core function of decision making