

CASE STUDY

PLATFORM MANAGEMENT SERVICES for a

Leading Native Advertising Platform

www.iopex.com

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 the market leader in true native advertising, with offices across the United States. Their works revolves around brand content served within publisher editorial streams, matched to the look, and feel of each publication, fully integrated and consumed on the publisher site.

THE CLIENT STORY

The client platform works with over 400 publishers for bringing in contextually aligned native ads from advertisers and media agencies in their editorial feeds. On the demand side, the platform is used by advertisers and agencies for running native campaigns with various publisher sites related to their categories.

Considering this huge scale of operations, sustaining short turnaround times for publisher/advertiser onboarding; placement conception and set up of native ad slots became paramount to handle the huge volume of campaigns from all the advertisers and to avoid revenue leakages. And in addition, the efficiency and scale required in handling the campaign management operations to ensure maximized ROI for advertisers and revenues for publishers was also becoming high.

In a time of such dynamic changes, the client was looking for a partner with strong operational capability to manage their backend platform support operations and ability to scale up the operations as the stakeholders in the ecosystem started increasing. In addition, the expectation from the partner was to bring in standardized efficiency and process improvements through automation and enhanced support. iOPEX was chosen as the partner for this purpose.

WHAT DID WE DO?

Staggered approach to operations management across functional areas based on the urgency of the need for scalability, process efficiency and operational stability required in each area.

Ad Operations

- ▶ Process standardization and regular monitoring mechanisms to ensure publisher ad inventory placement and landing pages are consistent with publisher environment
- ▶ Knowledge base creation for speeding up and publisher ad inventory configuration process
- ▶ Pre and post campaign set-up Quality Assurance process for advertiser campaigns
- ▶ Agile Change Management systems to sustain consistency in pace of operations

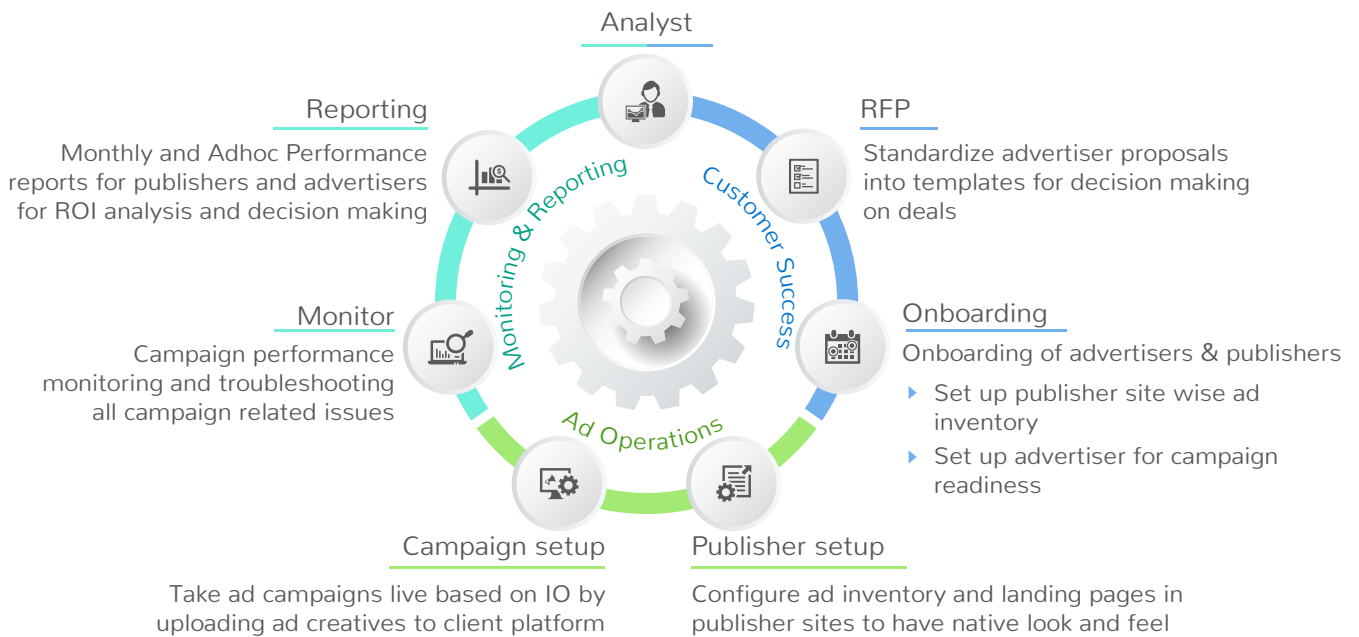
Monitoring & Reporting

- ▶ Set up regular monitoring mechanism to ensure trouble free report generations
- ▶ Regular monitoring process for campaign execution and troubleshooting

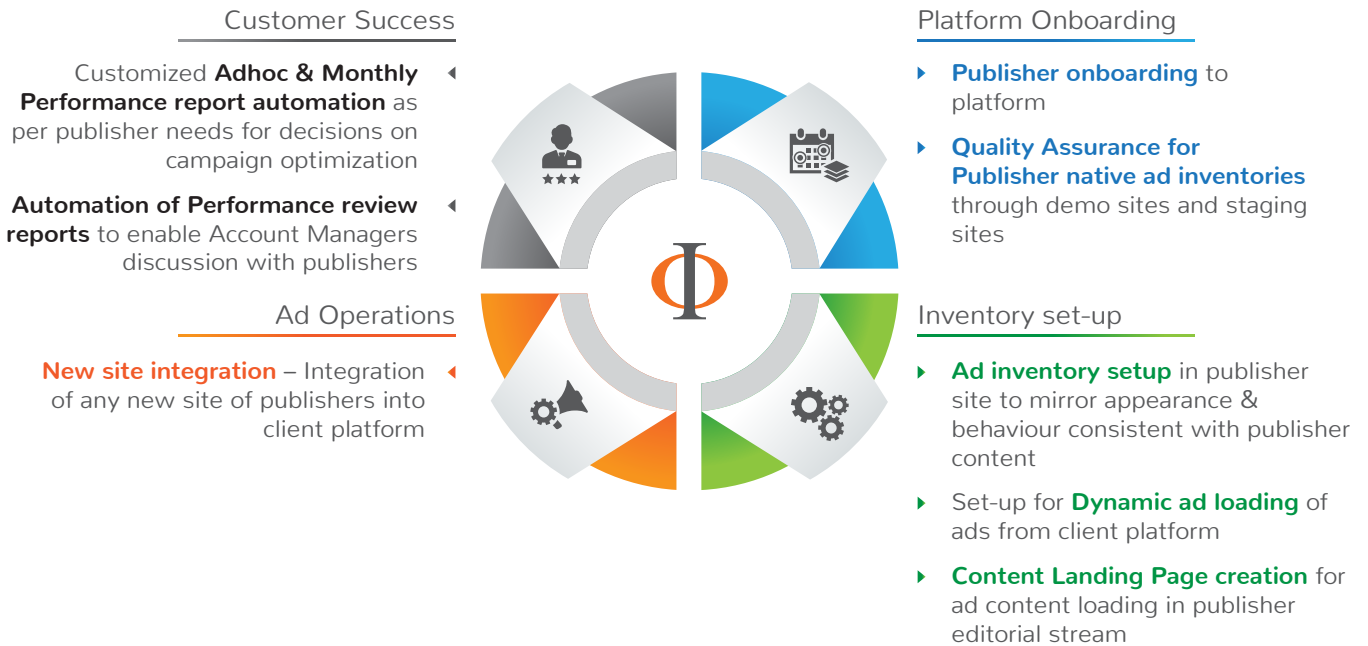
Customer Success

- ▶ Independent ticketing systems to segregate and streamline issues related to publishers and Advertisers that are reported by respective internal stakeholders
- ▶ Introduce Robotic Process Automation in RFP process to reduce cost and save time
- ▶ Plans for introducing automation in customer onboarding process

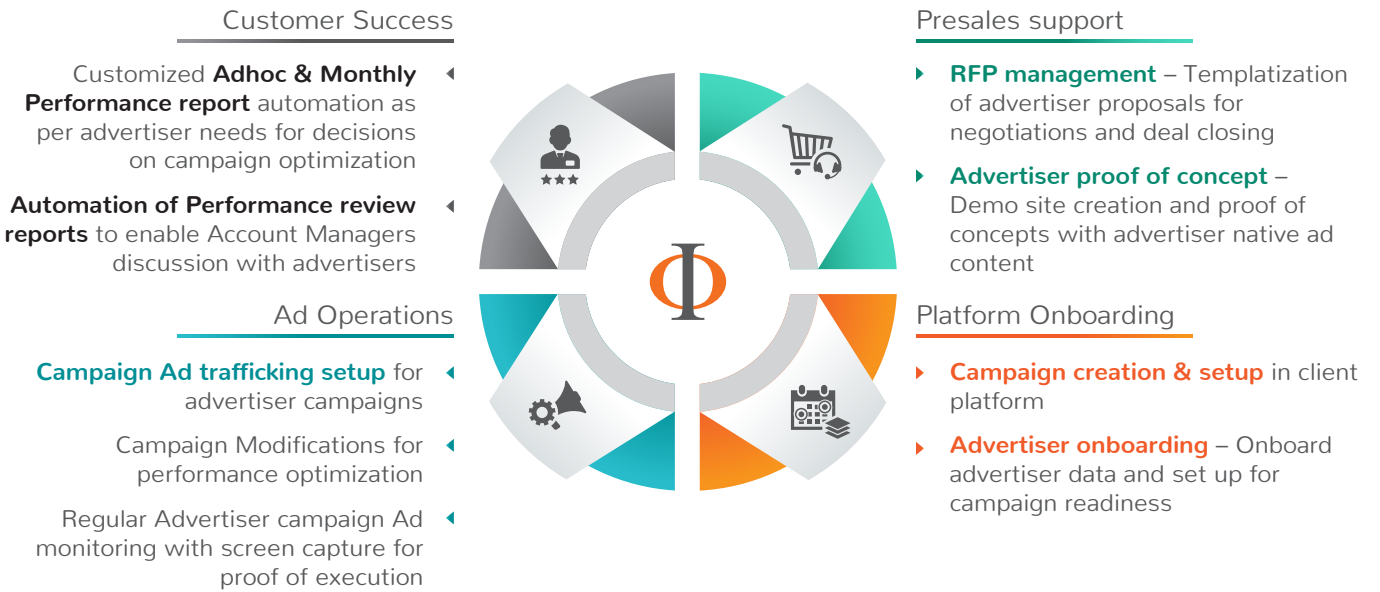
iOPEX – Managed Services Scope



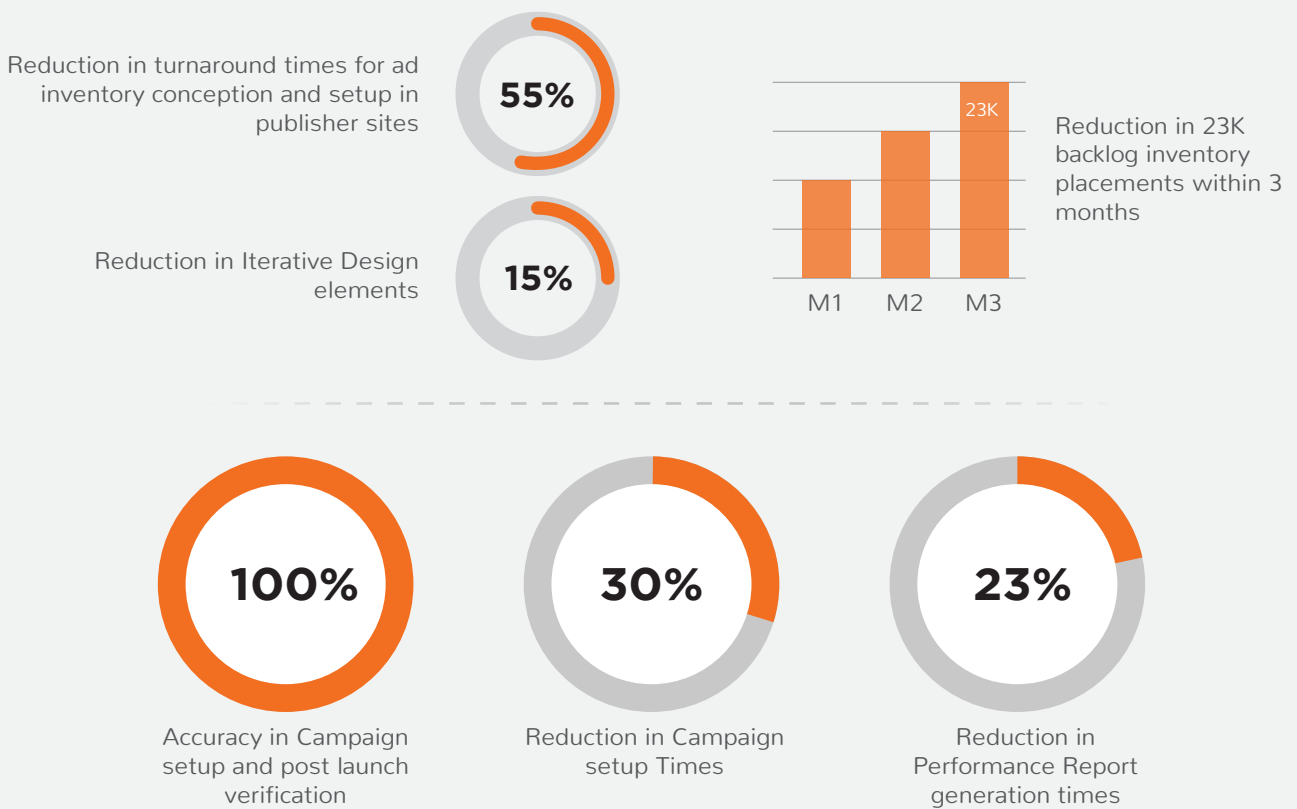
iOPEX Scope of Services – Publisher Lifecycle



iOPEX Scope of Services – Advertiser Lifecycle



BUSINESS OUTCOMES



NEXT STEPS

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