

Customer Situation

The Customer is a provider of VOIP based communication products in the EMEA region.

The customer wanted to replace an existing ad campaign management system with real time bidder driven campaign management platform.

Advertising DSP

Solution

A Cloud hosted DSP was architected and developed that;

- Managed multiple types of ad campaigns.
- Integrated with multiple ad exchanges and networks to received bid requests.
- Implemented a real time bidder for responding to bid requests based on configured campaign execution parameters.
- Supported configuration of bidding rules for campaigns.

Enable plug and play capabilities to connect with ad exchanges /

Impact

- Improved average campaign performance by more than 20%.
- Reduced ad exchange / network integration effort by more than 40%.
- Increased available campaign inventory through integration with ad exchanges.