

HOW AUTOMATION SOLUTIONS HELPED A PIONEER MEDIA AGENCY TO REDUCE TIME OF OPERATIONS AND ENHANCE EFFICIENCY

THE CLIENT

The client is the advanced programmatic arm of one of the world's largest media investment company. It provides on-the-ground expertise across 3,000 brands for 48 markets globally.

It also offers customized solutions powered by purpose-built AI for higher customer reach and ROI.

As a pioneer of outcome-driven media, they strive towards digital success metrics. They connect the advertisers' digital media investments directly to the business outcomes they most value. Their solution combines purpose-built AI, advanced multichannel solutions, ad dedicated programmatic expertise.

CYBAGE BESPOKE SOLUTIONS



Tagging

Generate and deploy tags and pixels from DSPs/DMP to track campaign performance and Segment data



Creative Upload

Perform manual QA and upload creatives (third-party and raw creatives) using the tagging features of AppNexus, Trade Desk and DV360



Creative Audit

Monitor the creatives uploaded on DSPs and update trading/operations team on the approval status



Screenshot Generation

Capture screenshots for visual verification of creatives served appropriately to a brand safe environment



Reporting

Provide the clients insight on campaign performance periodically

BUSINESS NEEDS

- Implementation of custom tags using **Tealium & Google Tag Manager**
- Track and document the **campaign performance** and segment data for the trading and operations team
- **Domain audit** of ~ 3000 across all major platforms
- **Automatic scanning** of tags for proper firing and send reports to traders as per schedule

THEIR RESULTS

90% Increase

Cybage reporting tools for campaign tracking - With automation, the overall process of completing the request that took 8 hours could now be completed in 50 minutes.

75% Increase

The reporting process was automated using Macros. What took 1.15-hour post automation now could be completed in 15 mins. This saved a lot of manual efforts.

80% Increase

Pixel generation automated using Robotic Process Automation. The actual manual effort that took 4 mins came down to 1 min.