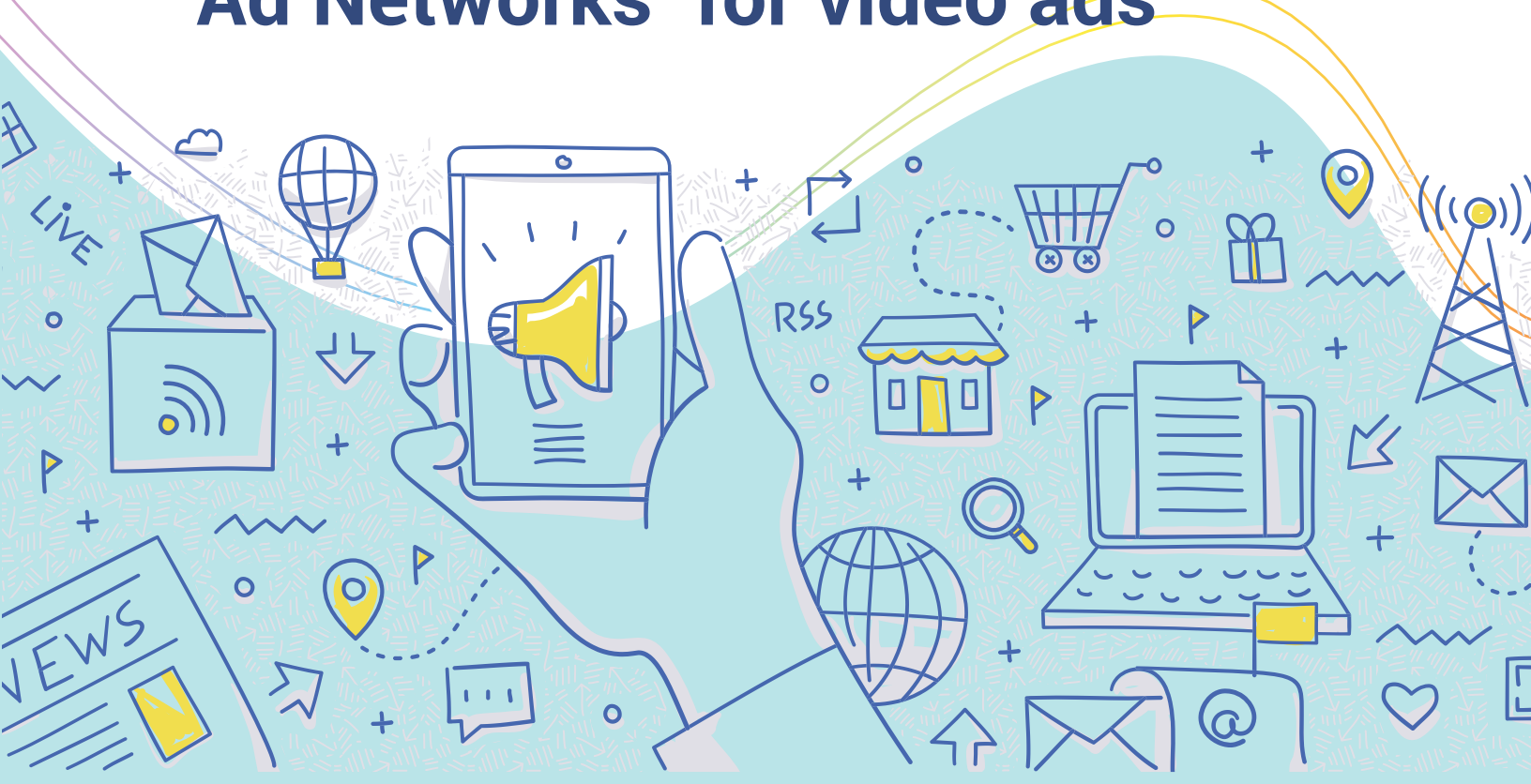


Creative analytics and product engineering for a leading mobile in-app 'Ad Networks' for video ads

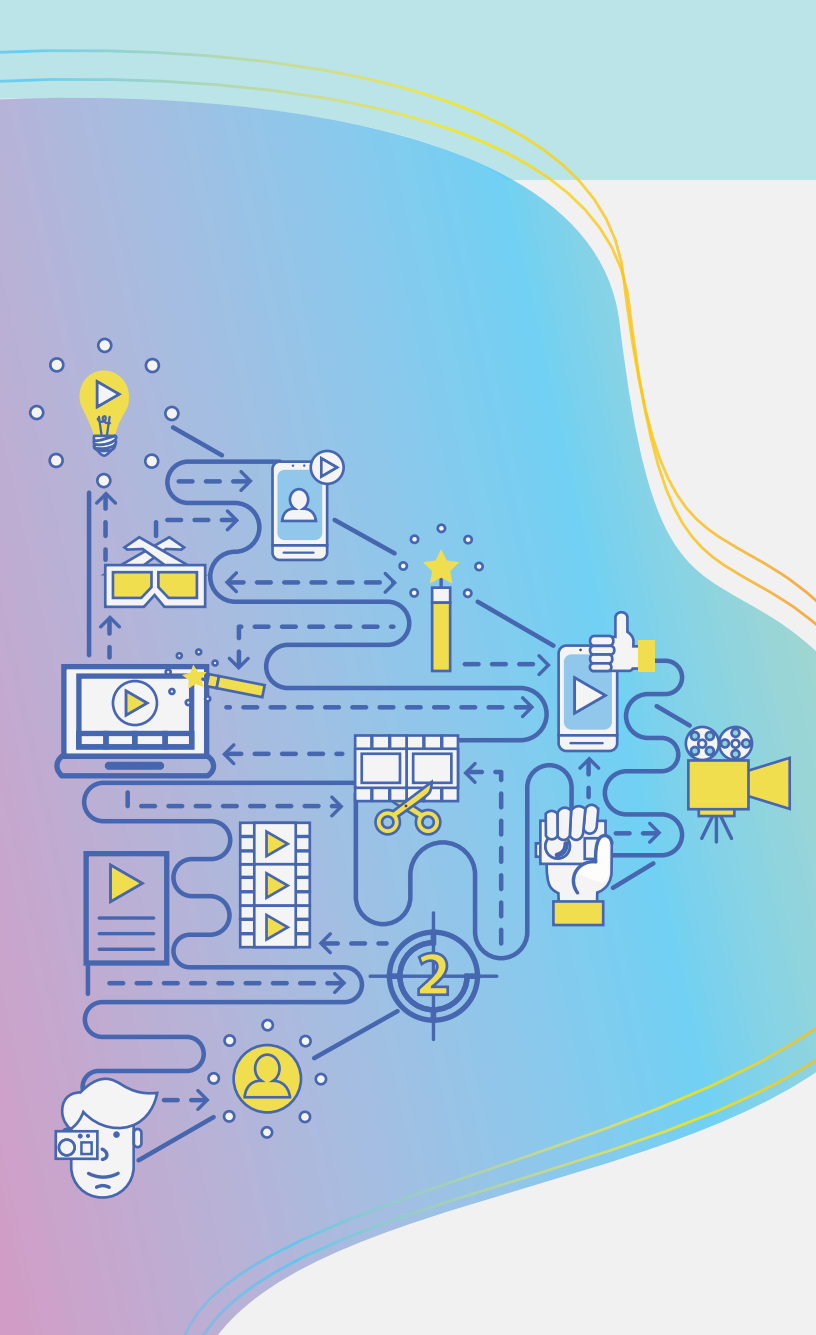


About the Client

A mobile ad generation company with **presence in 7 countries**

The **audience** is highly engaged, and **interacts with 60,000 active mobile apps** daily, on **2 billion unique devices**

5 billion ads served monthly, **24+ data points analyzed** to accurately predict performance, and **493k hours saved each year** by creative tech



Business Needs

Evaluate / Analyse various video creative attributes (frames, colors, brightness, transition, velocity, contour, etc.) to predict the performance of ads across various regions according to the CVR-install & impressions

Analyze historical creative performance data (install, impressions & geographical) and use it for creative analysis

Solutions

Performed creative analytics using two processes:

Historical Data Analysis: One-time process with one data set (over 80k creatives).

Creative Analysis: Repetitive process for every creative that a user would like to analyze

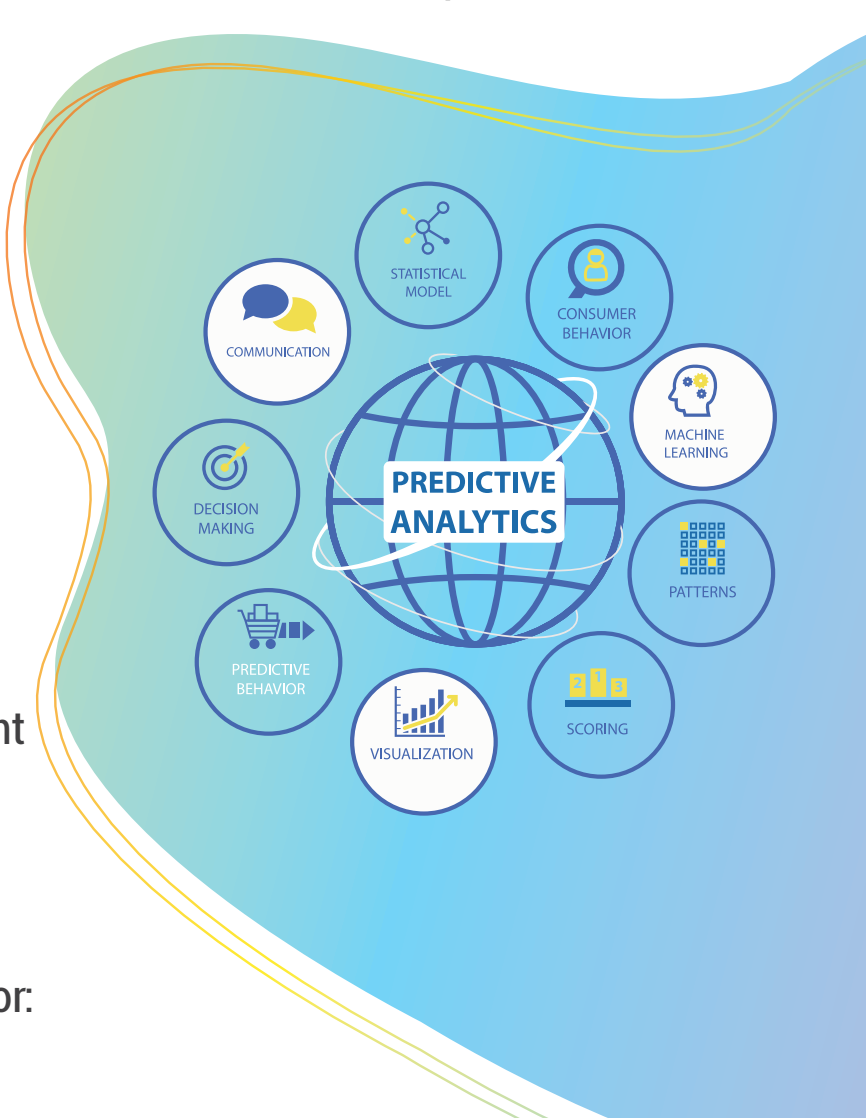
Created dashboards / reporting metrics:

Detailed KPIs Defined: Display color, brightness, transition, velocity & contour-related analytics in separate graphs

Mobile App Dashboard: Combined all attributes of data and drew single donut chart around creative optimization

Did Creative Performance Prediction for:

Different ranges (scores) to determine if the creative is optimal (for a given genre & geo) or not



Services

Rendered product engineering service for:

- Mobile application development
- Dashboard and analytics
- Cloud engineering
- Test engineering

Provided data science services for:

- Research and experimentation
- Models and their executions

Business Impact



Better understanding about ad performance based on combination/attributes in various geographies

Optimization of creative production according to ad performance

Dashboards/Reports created:

- Showcased the creative analytics
- Enabled creative agencies & brands to optimize their creative development processes

Technology Stack

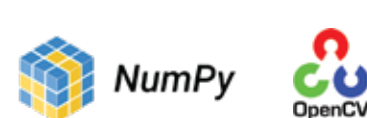
Programming Languages:



Platform:



Libraries:



Cybage Business Intelligence Services



BI DW Consultation



BI Reporting and Analytics



Data Integration



Product Engineering

Product Engineering for Enhanced Creative Development

business@cybage.com | Explore More

