iOPEX

Digital Advertising   Global

Global Ride Hailing Firm Generates $1B+ Ad Revenue Leveraging First-Party Data and AI

A global ride hailing and delivery platform set out to transform its unmatched first-party data into a high-performing digital advertising business. With over 100 million monthly active users and deep behavioral insights, the company envisioned a scalable, hyper-personalized ad ecosystem. But unlocking this opportunity required flawless global execution, real-time operations, and deep creative and analytics support.

Highlights

- The client needed an infrastructure to scale ad operations globally while ensuring precision, speed, and creative agility.

- iOPEX empowered the client with an integrated solution spanning campaign delivery, automation, creative ops, and AI-powered analytics.

- This transformation enabled a 5X growth in ad revenue, a 35% ROAS uplift, and 99.8% campaign accuracy across global markets.

Business Challenges

A global ride-hailing leader aimed to scale its advertising business by leveraging its robust first-party data to deliver hyper-personalized advertising at scale. However, this ambitious transition required overcoming significant operational hurdles:

Scaling advertising operations while maintaining SLA fidelity across global markets.	Enabling hyper-personalized ad delivery using proprietary data and delivering innovative formats to drive better outcomes.
Delivering scalable methodologies to achive non-linear growth.	Supporting a wide advertier base with operational, technical, and creative services.

Overcoming these hurdles required a strategic partner that could deliver precision, speed, and flexibility, all while supporting the company's aggressive growth goals.

iOPEX Solution

Understanding the complexities and scale of this global operation, iOPEX designed a multifaceted strategy tailored for precision, scalability, and innovation.

The Approach

Step One	Step Two	Step Three
Conducted in-depth analysisof company's assets, data, and user base.	Identified key opportunities to build an advertising ecosystem.	Developed comprehensive strategy and roadmap to execute on new revenue streams.

The Roadmap

End-to-End Operational Excellence

- Established 24/7 global and regional operations across RevOps, DataOps, TechOps, CreativeOps, and BillingOps.

- Introduced dedicated Tiger Teams, focusing on specialized support and rapid problem-solving.

- Enabled precise campaign execution ensuring 99.8% accuracy.

Advanced Automation & Generative AI Integration

- Deployed AI-driven solutions enhancing personalization and streamlining workflows.

- Integrated generative AI to scale automation efficiently, significantly accelerating revenue growth and campaign volumes.

- Enabled predictive & real-time campaign intelligence for smarter advertiser decision-making.

Creative Innovation and Revenue Diversification

- Launched innovative ad formats, from immersive playable ads & microsites featuring interactive "add-to-wallet" capabilities.

- Strategically optimized upsell and cross-sell recommendations with AI, targeting mid-tier segments to unlock new revenue paths.

- Expanded advertising offerings into new verticals, ensuring a diversified and robust revenue stream.

Audience Intelligence as a Competitive Advantage

- Translated proprietary user signals (e.g., demographics, location, behavior) into actionable audience profiles.

- Built advanced segmentation models to drive precision targeting across ad products.

- Enabled dynamic personalization and campaign-level decisioning powered by first-party data.
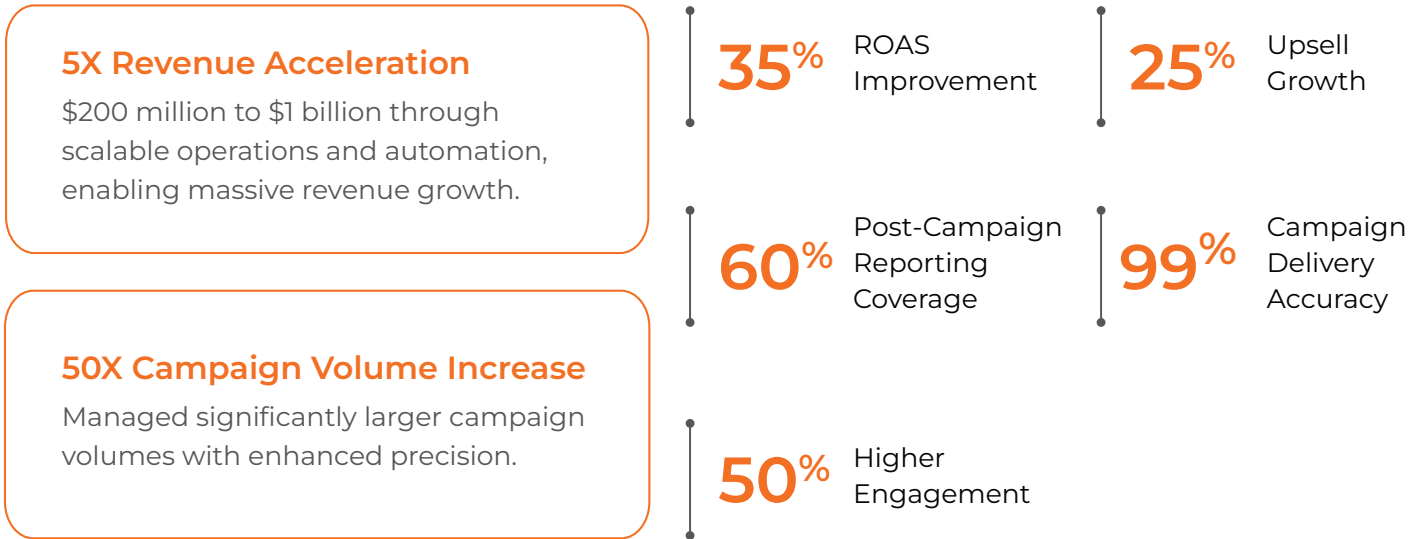
Ad Monetization Enablement

- Leveraged in-house automation tools to streamline post-sales analytics for brands and agencies.

- Offered real-time performance reporting and campaign tracking for complete transparency.

- Implemented dynamic yield optimization strategies to maximize monetization.

Market Expansion & Ecosystem Growth

- Supported expansion into new verticals and emerging markets with scalable solutions.

- Enabled advertiser growth through channel diversification and new marketing formats.

- Continuously enhanced targeting, creative testing, and optimization based on campaign intelligence.

The Impact

The strategic partnership with iOPEX delivered transformative results, reshaping the client's advertising ecosystem and positioning them for continued exponential growth:

5X Revenue Acceleration
$200 million to $1 billion through scalable operations and automation, enabling massive revenue growth.

35% ROAS Improvement

25% Upsell Growth

60% Post-Campaign Reporting Coverage

99% Campaign Delivery Accuracy

50X Campaign Volume Increase
Managed significantly larger campaign volumes with enhanced precision.

50% Higher Engagement

Client Advocacy

"We have had the pleasure of collaborating with iOPEX on numerous advertising campaigns for our Brands, and their expertise has been invaluable. Their team has played a crucial role in the seamless setup and optimization of the campaigns, ensuring precise delivery and ROAS while fully adhering to our SLAs and quality standards.

What truly sets iOPEX apart is their proactive and strategic engagement, attentive listening, and agility in implementing swift changes. They consistently demonstrate a deep understanding of our needs, responding with solutions that enhance campaign performance and value to our brands. Managing a high volume of campaigns across global markets is no small feat, yet they handle it with remarkable efficiency, professionalism, and meticulous attention to detail.

— Global Head of Operations & Measurement

"Since launching playable ads with iOPEX, we've experienced a roughly 50% increase in insertion orders compared to static ads.

Playables have increased our take rate considerably, while increasing client objectives such as engagement rates and time spent on ad.

— Earner Ads Lead

"iOPEX has been an exceptional revenue operations partner, driving campaign management and continuous ROAS optimization, and playing a pivotal role in the growth of Uber Ads. Over the past two years, we've accomplished key milestones together: building and scaling a high-performing team for our Global Ads business, streamlining processes for economies of scale, and elevating the team to maximize impact.

Your expertise has been critical in delivering outstanding results for global brands. We deeply value this partnership and are excited about the opportunities ahead. Thank you for your continued support—we look forward to reaching even greater heights together this year!

— Sr. Program Manager

About iOPEX

iOPEX Technologies is a new-generation agentic AI and automation-led enterprise transformation solution provider headquartered in San Jose, California. At the intersection of enterprise operations, agentic AI, and intelligent automation, we deliver rapid results that enable businesses to enhance efficiency and accelerate revenue growth without endless timelines. Over 70 global brands trust iOPEX as a strategic partner to break down complex transformations into manageable steps, deliver practical AI-led solutions, and achieve results that scale. Contcat us at **marketing@iopex.com**