



CASE STUDY

**Reshaping Ad Operations & Ad Review –
A Tale of Digital Transformation at a
prominent News Aggregator**

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prominent News Aggregator



About the Client:

The client is one of the leading news aggregator in both Web and App.



Key Challenges:

The client is a startup, and it was hard for them to moderate the high inflow of UGC on their ads. Also, they are looking for a trusted vendor who can take over the various skills the Digital Ad Operation has required. They wanted to engaged the audience base using Newsletter, taking care of Campaigns both internal and external. They were unable to handle everything in house which prevents them from concentrate on their growth. iOPEX came into the picture and took on all the challenges and helped them to optimize not only the cost but also their time.



The Transformation:

- Round the clock coverage including weekends
- Proper checks and Balance to identify the fake advertisers and ensure to maintain the safety for the advertisers as well as the users.
- 100% review of the UGC content ensures the comments are properly addressed and action was taken immediately.
- Effective handling even if volume increased by 100%.
- Managing high volume Newsletter campaigns as an additional responsibility which helped increased the target base.
- Ensuring the Quality by doing the pre-QA for all the ads trafficked internally.

Verticals Handled

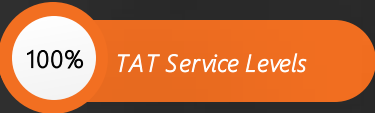
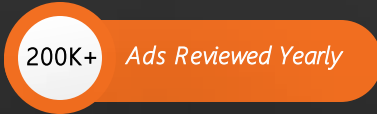
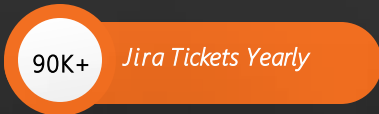
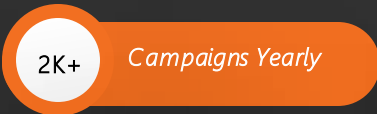
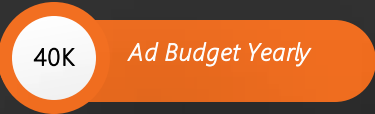
- Ad Feedback Management
- Campaign Management

Line of Work

- Facebook Ad Review & Blocking
- App Bot Review
- Ads Management (Jira)
- Campaign Trafficking
- Newsletter
- GAM Reporting



Key Metrics:



Results Delivered:



Testimonials:

Director of Ad Operations

Just wanted to say great work and thanks for the coverage! Looks like you guys did a phenomenal job while I was out, and I really appreciate it.

Partner Manager

Just wanted to Thank you again for all the launches today! Sorry it was a crazy one. And I hope I didn't rush you at all for ad profit! Thanks again team.



About iOPEX

iOPEX, is a new-generation Digital Service provider offering **AI Engineering** and **AI Operations** services. We are process innovators focused on extracting the best out of the investments you have already made and enable “**byte-size**” **Agile Transformation** to continuously innovate and optimize “**Cost to Book**” & “**Cost to Serve**”.

At iOPEX, we help you realize that golden ratio where technology and business are in complete synergy, making your company greater than the sum of its parts. Founded in 2009, the demand for our specialized optimization services has helped us grow 60% YoY.

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