



Internet Marketplace Platforms



Global

A Leading Ride-share App Achieves 35% Higher ROAS With **Playable Ads**

A global leader in ride-hailing and food delivery services sought to transform its mobile application into a dynamic advertising platform. With millions of daily active users and extensive first-party data, the company aimed to generate billions in advertising revenue. Traditional static banner ads and video formats were underperforming due to brief user sessions and low engagement rates. Through implementing innovative playable ad formats powered by Agentic AI, the company optimized its advertising offerings and experienced a significant increase in annual advertising revenue.

Highlights

- The client's traditional banner and video ads were underperforming due to short user sessions, leading to missed revenue opportunities in their high-traffic mobile application.
- iOPEX developed and implemented interactive playable ads tailored to individual user profiles using first-party data and Agentic AI technology.
- The solution achieved 30% higher engagement rates, 17% improved conversion rates, and a 35% improvement in ROAS.

Business Challenges

The ride-hailing and food delivery giant faced significant obstacles in monetizing its mobile application through traditional advertising approaches:

Low Ad Engagement

Users typically spent minimal time on the app while booking rides or ordering food, resulting in limited engagement with traditional banner and video advertisements.

Ineffective Personalization

Despite having access to extensive first-party data, the company struggled to utilize this information to deliver truly personalized advertising experiences effectively.

Underperforming Ad Formats

Static ad formats failed to capture user attention during brief application sessions, resulting in suboptimal click-through and conversion metrics.

Operational Inefficiencies

The advertising operations team struggled with fragmented workflows, manual optimization processes, and limited scalability across different geographical markets.

Revenue Growth Barriers

These challenges collectively hindered the company's ambitious goal of generating billions in advertising revenue through its mobile platform.

iOPEX Solution

iOPEX implemented a comprehensive approach to transform the client’s mobile advertising strategy through interactive experiences and intelligent automation.

The approach focused on developing engaging new ad formats and automating the entire campaign lifecycle to analyze user behavior, personalize content, and drive revenue at scale.

Key Solution Elements



Immersive Interactive Experiences

iOPEX developed **gamified, interactive ad formats** that turned passive viewing into engaging mini-games. A personalization framework ensured each experience was **tailored to user profiles**, boosting engagement and advertiser value.



AI-Powered Optimization at Scale

By deploying **agentic AI and automation**, campaign creation, deployment, and reporting were seamlessly streamlined. Ads were dynamically optimized in **real time based on user responses**, enabling efficient scalability across global markets.



Empowered Advertiser Ecosystem

With **self-service campaign tools** and **comprehensive documentation**, advertisers gained autonomy to design and customize campaigns. This reduced dependency on operations teams while accelerating campaign velocity.



Transparent & Continuous Performance Gains

Through **advanced attribution modeling** and an **AI-driven feedback loop**, advertisers accessed transparent ROI insights while campaigns improved continuously with minimal human intervention.

The Impact

The transformation delivered measurable results across revenue, engagement, and efficiency:

30%

increase in user engagement and dwell time.

17%

uplift in ad conversions compared to static formats.

35%

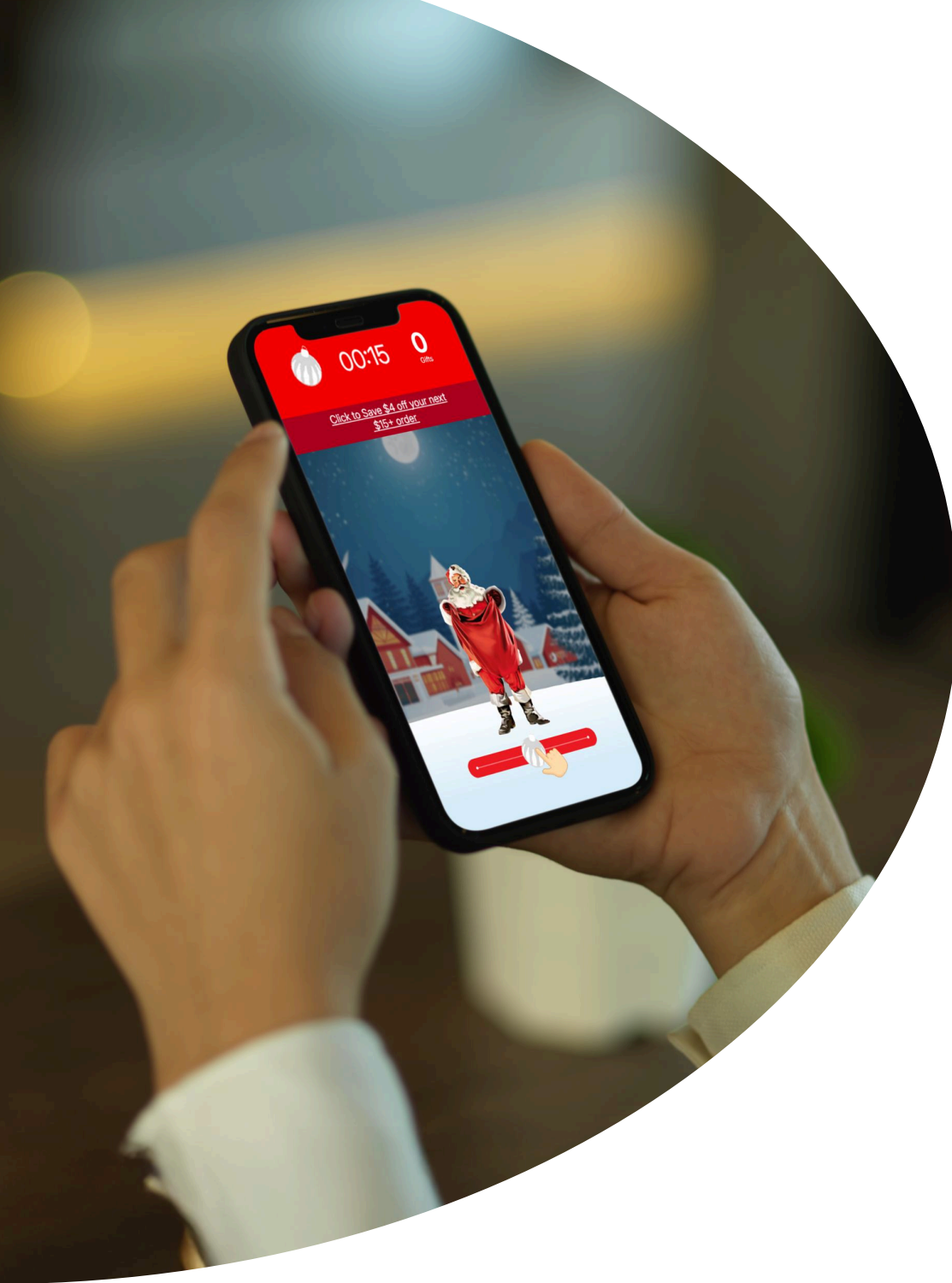
improvement in Return on Ad Spend (ROAS).

99.8%

delivery accuracy across thousands of campaigns spanning multiple cities.

Crossed **\$1B** in annual ad revenue, accelerating toward a **\$3B** growth goal.

Brands experienced stronger recall and ROI, users enjoyed richer in-app experiences, and advertisers increased investments, creating a sustainable growth engine for the client’s media business.



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. Contact us at marketing@iopex.com.

