

A hand-drawn diagram on a transparent surface. At the top is a box labeled 'DIGITAL MARKETING'. Below it, a horizontal line connects to five boxes: a magnifying glass, a shopping cart, a gear with a dollar sign, a bar chart with an upward arrow, and a target. The background is a blurred image of a person's hand holding a pen over a laptop.

**DIGITAL
MARKETING**



Digital Media & Advertising



USA

Leading Digital Platform Achieves **99.3%** **Efficiency Gain in Pricing Analytics** with Automation

A global digital platform with a strong presence in online community engagement and advertising relies heavily on its Pricing Yield & Management (PYM) function to optimize revenue through precise pricing, commercial benefit management, and performance insights. With millions of daily users and thousands of active campaigns, real-time data accuracy is critical for decision-making and revenue optimization. However, manual data handling and fragmented workflows were slowing down pricing decisions and limiting scalability.

Highlights

- Manual reporting processes consumed significant time and delayed critical decision-making.
- iOPEX deployed real-time reporting dashboards, automation scripts, and an intelligent email alerting system.
- Reduced report completion time to just one minute, while enabling real-time insights and streamlined communication.

Business Challenges

The client's PYM team managed intricate ad-performance data across global markets. As the scale of operations grew, manual reporting created significant bottlenecks in both speed and reliability.

Time-Intensive Reporting

The GAD reporting process required 150 minutes of manual work each cycle, creating operational inefficiencies that slowed down decision-making and diverted resources from more strategic initiatives.

Manual Communication Gaps

Manual email dispatches for performance alerts and updates created communication delays, introduced risks of human error, and limited timely collaboration among stakeholders.

Data Access Barriers

Limited Looker access and complex schema translations between Mode and Looker created barriers to seamless reporting, restricting stakeholders from conducting timely, accurate, and comprehensive analysis.

iOPEX Solution

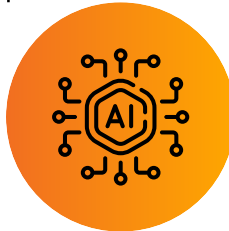
iOPEX partnered with the client's PYM function to drive **end-to-end automation**, reimagining data workflows for agility and accuracy. Through a discovery-led approach, iOPEX identified high-impact use cases where automation could eliminate manual redundancies, focusing on high-frequency reporting and stakeholder communication.

Automated Reporting Dashboards

iOPEX designed dynamic and real-time dashboards that replaced static reporting with customizable filters. These dashboards allowed stakeholders to effortlessly analyze ad performance, identify patterns, and generate insights in seconds. This helped eliminate the need for extensive manual intervention and ensured greater agility in pricing and monetization decisions.

Google Apps Script Automation

By leveraging Google Apps Script, iOPEX automated complex reporting workflows such as the GAD project. A task that previously required 150 minutes of manual effort was transformed into a streamlined process that is now completed in just 1 minute, drastically improving productivity and enabling staff to focus on higher-value tasks.



Automated Email Notification Framework

To address communication bottlenecks, iOPEX implemented an automated email system that dispatched alerts and updates in real time. This solution ensured consistent and timely communication across teams, eliminating manual delays and improving transparency and decision-making in critical revenue operations.

Reusable Assets and Documentation

iOPEX created standardized templates, reusable scripts, and a centralized documentation repository to foster scalability and knowledge sharing. These assets empowered teams to replicate automation across additional processes, thereby extending the solution's impact and ensuring long-term operational excellence.

The Impact

The engagement delivered a quantum leap in operational efficiency and decision readiness across the Pricing Yield & Management function.

Significant Efficiency Gains

Achieved **99.3%** efficiency improvement in the GAD reporting process, reducing task time from 150 minutes to just 1 minute.

Streamlined Communication

Automated alerts significantly enhanced collaboration and response times across stakeholder groups.

Real-Time Insights

Dynamic dashboards empowered stakeholders to quickly identify revenue trends, operational bottlenecks, and monetization opportunities.

Improved Data Integrity

Reduced manual inputs, minimized human error, and strengthened the overall reliability of insights.



About iOPEX

iOPEX Technologies is a new-generation agentic AI and automation-led enterprise transformation partner headquartered in San Jose, California. At the intersection of enterprise operations, agentic AI, and intelligent automation, we deliver Intelligence as a Service, helping organizations embed intelligence directly into workflows for measurable impact. Over 70 global brands trust iOPEX to transform operations, accelerate revenue growth, and unlock value at scale. Contact us at marketing@iopex.com.

