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Client: NDA
Industries: Advertising
Region: Singapore

Display Advertising — Content Ads Management Platform

This is a tool that allows advertisers and agencies to create, serve and optimise content ad units.
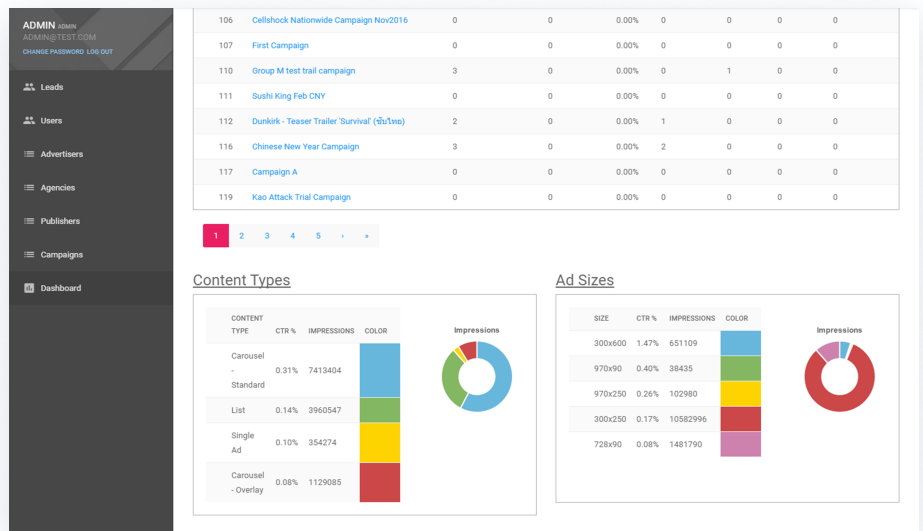
Business challenge

The client wanted to build a content ads management platform for his startup. In a nutshell, the solution's key feature was to make possible the creation of content ads units in several minutes. The project of such level of complexity required the following tasks to complete:

- ✓ to plan and create a platform for content marketing, direct response, demand gen and display campaigns;

- ✓ to implement custom analytics and analytics dashboard;

- ✓ to implement video ads;

- ✓ to provide machine learning optimization for ads;

- ✓ to support all major ad servers.

Additionally, the frequency of each ad was planned to be displayed using the optimisation engine. This way, a higher performing ad would display more frequently than a lower performing ad.

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Our solution

We built a high performance database structure and distributed services architecture. Then we proceeded to the implementation of a banner tag generation for the most popular ad servers. Both custom analytics and dashboard were developed too. Plus, all content ads are optimized for high CTR and they are mobile-friendly. Now a large variety of different ad types and sizes is supported.

Now the tool makes possible to:

✓ create content ad units just by adding a URL and title;

✓ be integrated seamlessly with industry leading Ad Servers and major Demand Side Platforms (DSPs);

✓ take away the guesswork, analyze each impression and select the best ads to be served.
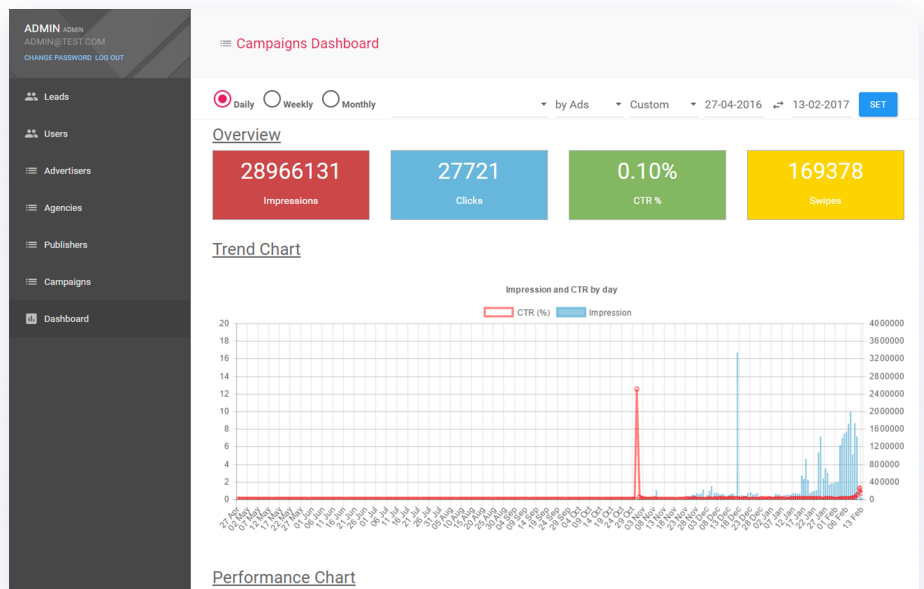
Results & benefits

To client's content, the successful launch of the platform validated the worth of the initial business idea. Thanks to our expertise and skills, the platform was developed and brought to market promptly. At the present time, the solution is gaining new customers and attracting investments.

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