

CASE STUDY

AD OPERATIONS



Programmatic
Advertising
Platform

LOCATION: Global

INDUSTRY: Mobile Ad Tech

SERVICES PROVIDED: Ad Trafficking, Reporting,
Campaign Management

The Client

Our client is a programmatic advertising platform specializing in helping mobile companies optimize the performance of their acquisition, retention and monetization campaigns.

Challenges

As the client's business grew, account managers could no longer keep pace with the demands of campaign management.

The client wanted to centralise this function and needed an additional team with extensive knowledge of programmatic advertising to work closely with account managers for campaign execution and monitoring.



How Paragon is Helping

- Implement and optimize video, display, and in-app campaigns
- Regularly refresh and update creatives
- Generate weekly and monthly reports per country/per campaign/per office
- Process improvements to existing workflow
- Update account managers on campaign optimizations, implementation timelines, SLAs, as well as any issues related to the campaign
- Test MMP integration from click link setup to conversion test of app installs; test creatives to ensure they are exposed to the right audience
- Execute publisher blacklist to ensure the proper brand safety and brand suitability measures are in place
- Fulfill ad hoc requests (i.e. campaign flight changes, naming conventions)
- Provide performance insights to account managers
- Generate monthly invoices

Results

- Increased amount of internally trafficked campaigns by 35% in first half of 2021
- 400% increase in ad spend in SE Asia accts for Q1-2021 vs. Q4-2020
- Increased efficiency and responsiveness to customers' time sensitive needs by resolving 80% of ad hoc related requests that would have otherwise been assigned to the client's account management team
- 99% of the tickets were closed under the SLA of 24 hours

“ Partnering with Paragon is the best decision we've made all year. We've already doubled the size of our Paragon team, and we'll continue to add more agents throughout the year. ”