

IT'S AN AD, MAD, MAD WORLD!

Enhancing process accuracy and delivering potential savings of \$10 million.

The client is an award-winning, US-based newspaper.



CHALLENGES

The client's in-house team was accepting ad creatives in improper formats as well as those creatives that failed to meet contract SLAs due to resource crunch. When such incorrect ads were displayed on the client's website, the ad impressions were lost. This, in turn, resulted in advertising agencies denying payment to the client, which impacted its revenue. In addition, the client needed a partner to test, validate, and verify the ad creatives:



Creative testing: Reviewing the quality of ad creatives that are entered in the DoubleClick for Publishers (DFP) platform for accuracy and managing scheduled dates for going live

Ad validation: Capturing proof-of-premium position ads appearing live on the client website for advertisers as well as performing troubleshooting in case of display issues

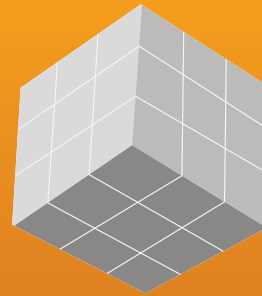
Insertion order (IO) verification: Verifying the signatures on ad proposals with the advertisers and the agencies that run their ads on the client's website:

▶ An IO is a contract between an advertiser or an advertising agency and a publisher to run an advertising campaign in print or online

Billing checks and reporting: Validating all the billing information and performing campaign performance reporting:

▶ A campaign performance reporting includes all statistics aggregated by default at the campaign level.

Multiple and fragmented systems

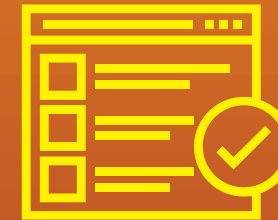


SOLUTIONS

The Infosys BPM centralised team supported creative testing, ad validation, IO verification, and billing reporting from our offshore location in Jaipur, India, which included:

▶ Performing 5,561 creative testing annually for:

- ▶ Files sizes
- ▶ Ad dimensions
- ▶ Clickthrough
- ▶ Animation



▶ Validating 60,949 ads annually:

- ▶ The team used the DFP platform to validate the ads, which is a comprehensive hosted ad serving platform that streamlines ad management, and deliver ads to websites, mobile webpages, mobile apps, games, or a combination, as well as offers a complete toolkit to manage ads

▶ Verifying 2,708 IOs annually

▶ Automating the formatting in PPT decks:

- ▶ As part of ad validation, the IBPM team generated PPT decks of the ads that need to appear on the target websites as well as share these decks with the agency team that places the ads

BENEFITS

With the Infosys BPM approach, we were able to:



▶ Deliver \$10 million in potential savings through business value design (BVD):

- ▶ BVD analysis introduces digital signatures on the billing process and reduces cases of fraud

▶ Prevent loss of ad impressions and in-turn revenue through proactive and timely technical troubleshooting

▶ Train the employees in all the sub-processes to deliver \$298k in savings by reducing the resolution time

▶ Enhance process accuracy by 98%




▶ Close 98% of tickets, with a TAT of 4 hours

▶ Reduce manual efforts by 29% with automation

For more information, contact infosysbpm@infosys.com

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