

THE BIDDING WAR IS JUST HEATING UP!

Reducing ~50% AHT and supporting
31,000+ campaign annually.

The client is a leading US-based technology
products and services company.

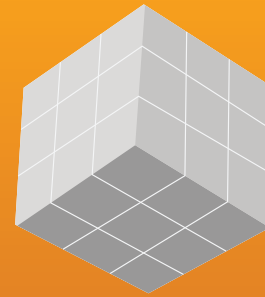


CHALLENGES

The client wanted a partner in its search and display campaign creations. This included ad copy creations, campaigns setup, bid optimisation, advertised onboarding, customer setup, background verification and documentation, account management, and advertiser support helpdesk. Further, it was facing issues in:



- Ad quality review:
 - ▶ The editorial review of sponsored ads (text and display) in adherence to quality and risk guidelines of client
 - Quick resolution and frequent monitoring of suspected accounts
 - Lack of standardised processes
 - Low adherence to policies
 - Delay in account renewal process
- Need to scale operations in view of online growth



SOLUTIONS

The client consulted with Infosys BPM, and we set up a centralised team to support ads platform across search and display campaign operations, ad copy creation, advertiser onboarding, account management and advertiser support:



- ▶ Automated manual efforts and reduced non-value-add (NVA) activities to bring efficiency and soft savings:
 - ▶ For ad quality review, we used the client's proprietary tool
- ▶ Developed and implemented My Navigator knowledge management tool, which consolidates process updates from 5 different sources
- ▶ Developed an in-house Excel-based Bid Recommendation Tool to help reduce the time taken to perform manual activity for bid recommendation process
- ▶ Ensured 24 x 7 staffing for quick review and termination of fraud cases

BENEFITS

With Infosys BPM approach, we were able to:





- ▶ Automate keyword match type reporting and reduced ~50% AHT
- ▶ Improve percentage of setting up accounts from 60% to 91%
- ▶ Improve CSAT of advertisers from 75% to 95%
- ▶ Reduce contract renewal timelines by 15%
- ▶ Increase additional spend by 20% for advertisers since renewals were on time
- ▶ Manage 31,000+ campaigns annually
- ▶ Support 120+ account managers

For more information, contact infosysbpm@infosys.com

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