Ad ROI measurement and cross-channel attribution– Platform engineering

About the client:

The client is a leading global media investment management organization with focus on intelligent application of performance-enhancing activities, which helps in in-depth analysis of market spending and ensures better ROI.

Business need:

- A multitenant system to be used by multiple media agencies within the group
- A decision support system for Media Managers to help with media planning, budget allocation or optimization, and Ad ROI measurement across media channels
- Rich user experience and usability for the platform
- Strong data management and integrity for reports and analytics
- Support for media spend across currencies, when supporting multinational brands
- Improved functioning of major analytics modules within the client platform
- Re-architecture, upgradation, and development of the client marketing and media management platform
- Incorporation of enhancements and upgrades based on evolving needs
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- Quality Assurance (QA) expertise to develop and establish QA standards and measures

Solution offered:

- Platform revamping, restructuring, and development
- Re-architecture and migration of the client platform to newer technology
- Development of major analytics modules and various features
- Performance upgrading and enhanced scalability
- Introduction of new UI designs considering factors such as customization, usability, and appearance
- Brand onboarding, feeds management, and implementations

Business impact:

- Higher turnaround on development and implementation of platform features
- Lower time to market and reduced costs of development
- Data management and hygiene for higher reliability and integrity when reporting

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