Sustained engineering for a leading Video Ad network

About the client:
The client is a video advertising, optimization, and yield management solutions provider. Its technology capitalizes on the power of data and mathematics to ensure guaranteed delivery of a brand's message against a very targeted demographic and enables content creators and publishers to completely monetize audiences across varied demographic segments.

Business need:
Because the client's product line and clientele was increasing, it required the following:

- Implementation support for its proprietary ad server and self-serve platforms for partners
- Advanced video ad inventory targeting solutions capitalizing on audience data
- Reporting and analytics to help project inventory and prices and report post-run campaign data
- Support for flexible ad monetization—pre-roll, post-roll, and click to play, among others: Such flexibility would also allow ads to be displayed based on user's context.
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- Resource and skill augmentation to help develop demand and supply side platforms

Solution offered:

- Cybage helped its client to develop an ad server that was scalable to address extending needs.
- Further, the ad server was coupled with audience data to help achieve stronger targeting and returns.
- The flexibility of the monetization solution helped the client to allow publishers to monetize content easily while giving a more 'transactional' nature to the advertisers' spends.
- Cybage developed a reporting framework to provide insights into ad spend and inventory.
- Cybage helped develop and integrate a proprietary video player to manage video delivery and data aggregation.

Business impact:

- Cybage allowed the client to address extending customer demand—effectively increasing revenue opportunity.
- Cybage helped the client to demonstrate the value of its products by offering better consumer targeting and flexibility in pricing.
- There was better and flexible support to end customers and partners, for their self-serve systems.

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