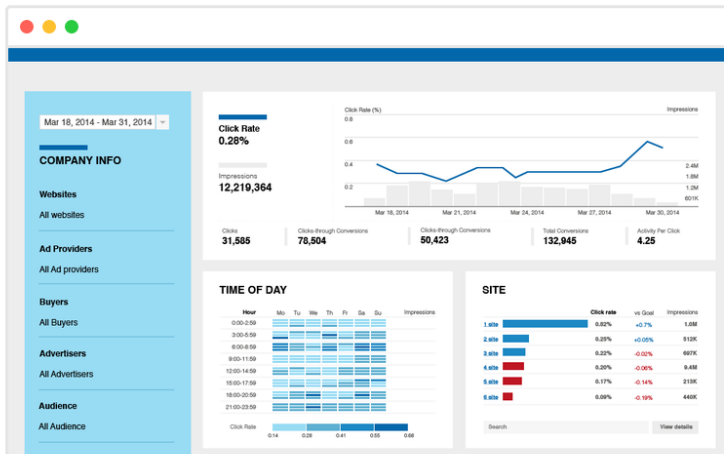


Portfolio

Real-Time Yield Optimization Platform for Digital Advertising



java adtech big data business intelligence

Project Overview

Oxagile's team was chosen to help deliver a complex advertising platform for online publishers, which is now an essential part of Google's DoubleClick Ad Exchange. The developed solution enables publishers to automate ad network optimization and helps close more lucrative deals.

Key features and highlights:

- Centralized ad management;
- Real-time yield optimization;
- Channel conflict avoidance;
- Advanced reporting.

Oxagile's team was engaged in both frontend development and quality assurance process to make sure that the system, which at the time handled over 40 billion monthly transactions, operated smoothly as new features were being added to it.



Technology Stack

Java, Struts, JSTL, JavaMail, GWT, Maven, Tomcat, Hibernate, Ruby, Python, MySQL, Oracle, Vertica



Timeframe and Workload

Duration: 48 months
Effort: 120 man-months

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"I've always been impressed by their engineering skills."

Oxagile was the backbone of our QA efforts, including manual and automated testing. They provided comprehensive test plans and had a deep understanding of the product.

I've always been impressed by their engineering skills and their ability to suggest alternatives or give hard problems a fresh perspective. They really care about their work and that was clear every day. It never felt like we were working with a "vendor", Oxagile was part of our team. I look forward to working with them again in the future.

— **Brian Adams**, Group Product Manager, Google