

A CASE STUDY

FRAUD PREVENTION IN DIGITAL AD MEASUREMENT & DELIVERY



BACKGROUND

The client is a leading provider of tools for digital ad measurement and analytics. They authenticate media quality and power performance for the world's largest media companies, brands, platforms and publishers.

With a rapidly growing market, the client wanted to establish the highest levels of trust and transparency with its metrics, expand into new segments like CTV-OTT and achieve the requisite MRC accreditations.

HAPPIEST MINDS' SOLUTION

- We carried out a consulting exercise to understand the client's product portfolio and process. As part of this we discovered the bottlenecks especially in the quality engineering aspects.
- Using our proprietary Test Maturity Assessment (TMA) framework, we determined that our client was at Level 1 and devised a 2-year roadmap to get them to Level 4.

- This involved establishing a centralized quality CoE spanning multiple product lines. We implemented a cognitive automation framework allowing them to perform rigorous regression quickly.
- Developed Mobile, Smart TV and Social measurement and verification tools to help the client expand into new channels. Based on our experience in mobile and social application we helped them build an easy integration platform supporting across multiple providers as well as advise them on areas around ad viewability, site viewability and non-human bot fraud.
- Assisted to achieve MRC accreditation across leading online platforms like Google, Facebook and YouTube.



VALUE DELIVERED

- Scalable framework to accommodate multiple Ad Networks which led to a 40% increase in transactions measured – from 3.2 trillion to 4.5 trillion.
- We helped the client launch various products with accelerated time frames resulting in a significant uptick in revenue.
- Reduced time to obtain MRC accreditation by 1 year resulting in faster time to market.
- Automated the environment with ability to generate different ads from different providers and track them resulting in better test coverage and fewer production issues.

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ABOUT HAPPIEST MINDS TECHNOLOGIES

Happiest Minds Technologies Limited (NSE: HAPPSTMNDS), a Mindful IT Company, enables digital transformation for enterprises and technology providers by delivering seamless customer experiences, business efficiency and actionable insights. We do this by leveraging a spectrum of disruptive technologies such as: artificial intelligence, blockchain, cloud, digital process automation, internet of things, robotics/drones, security, virtual/augmented reality, etc. Positioned as 'Born Digital . Born Agile', our capabilities span digital solutions, infrastructure, product engineering and security. We deliver these services across industry sectors such as automotive, BFSI, consumer packaged goods, e-commerce, edutech, engineering R&D, hi-tech, manufacturing, retail and travel/transportation/hospitality. A Great Place to Work-Certified™ company, Happiest Minds is headquartered in Bangalore, India with operations in the U.S., UK, Canada, Australia and Middle East.