SCALABLE AD PLATFORM

A scalable ad platform for leading publishers/ad networks to serve ads on desktop, mobile and tablet within milliseconds.

Business Objective

- Handle large number of requests with quick response time
- Complete control over targeting such as frequency, geo, behavioral etc.
- Ability to handle complex business rules

Solution

- Ad server with latest technology stack to handle thousands of requests per second with quick ad response time
- Flexible and customizable pricing model
- Real-time reporting for better campaign optimization
- Leverage various technologies like Java/C++ /Scala, Aerospike, Kafka
- Tools to diagnose campaigns and create tear sheet to display campaign view on page
- RTB integration with exchanges such as Pubmatic, App-Nexus, and Mopub
- Optimized bid-engine for RTB

Business Impact

- Intelligent ad selection providing premium value for inventory
- Better monitoring, real-time reports, optimization and insight about campaign performance
- Increased monetization for publishers and ad networks
- Expanded reach (clicks, CTR)

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AD OPS WORKFLOW AUTOMATION

Media planning and ad trafficking solution for a global multimedia news and information company to help in effective media planning.

Business Objective

- Automate proposal planning and create pricing & inventory management from multiple sources
- Enable a RIA dashboard to create, target, track and configure campaigns
- Run diagnostics and troubleshoot existing campaigns, generate audit trails, and integrate live campaign performance reporting

Solution

- Effective media planning and centralized proposal repository
- Dynamic dashboard/reporting module to analyze proposal data
- Pricing data management and recommendation
- Ad trafficking application to configure ad campaigns by targeting geographic, demographic, time zone day-part, and custom data
- Tool support for HTML ad tag validation, production support and campaign performance
- Mobile and video ad tag generation

Business Impact

- Elimination of errors
- Improved proposal analysis, pricing management, and trend analysis
- Efficient campaign management
- Improved interfaces for better campaign monitoring
- Seamless integration with existing systems
- Greater data security via role-based access and cross-domain authentication
SCALABLE REPORTING SOLUTION

A Big Data solution for one of the largest mobile advertising networks to process first & third-party data and generate real-time reports of publisher and advertiser.

Business Objective

- Handle large volumes of data from multiple sources
- Analyze data, generate reports and handle multiple data sources like web logs, OLTP, etc.
- Increase the frequency of data processing

Solution

- Fetches logs automatically from the ad servers and uploads to Amazon S3
- Records millions of click-through ad requests from multiple users across regions
- Provides access to vital reports such as campaign performance, daily traffic information etc. within 20 minutes
- Leverages technologies like Hadoop, No-SQL databases and Tableau
- Adopts Big Data technologies

Business Impact

- Better monitoring, real-time reports, optimization and insights about campaign performance
- Increased monetization for publishers
- Expanded advertiser reach (clicks, CTR)