



MEDIA BUYING PLATFORM

CASE STUDY

INNOVECS®

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MEDIA BUYING PLATFORM



INDUSTRY

Advertising&Marketing



CLIENT

Our client is offers a global automated advertising system specially designed for the needs of game companies.



PRODUCT

Main product is self-service platform for running precisely targeted user acquisition campaigns for advertisers. Target metrics are to be ~50% better advertising ROI comparing to competitive advertising channels. Machine learning algorithms to predict consumption behavior and automatically target client's campaigns to most relevant audience.



INNOVECS CONTRIBUTION

RTB Bidder as a Smart Bidder - ads shown only to high potential users.
Behavior Prediction – calculate probability of user pass full sales cycle based on his behavior prediction and specific ads to show. **Audience Database.** **ETL** – custom engines and procedures to capture data from variety of sources



TECHNOLOGIES

Yii2, Java, React.js, Python, Aero Spike



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GALLERY





UKRAINE | USA | UK | ISRAEL | EUROPE

Innovecs is a technology software development company that lives in the cloud.

A global company with offices in San Francisco, New York, London, Tel-Aviv with R&D facilities in Ukraine, the company specializes in serving Ad- tech, Gaming, Fintech, E-commerce, Transportation, Telecom and Healthcare markets. We focus on mobile and web development, blockchain, ad tech technologies, animation and art assets creation.

WHY INNOVECS



Highly skilled & Talented Engineers



Fast Hiring Processes



Multiple Service Offerings



Flexible partnership models



Deep Domain Knowledge



Inspirational Working Environment

HAVE SOME QUESTIONS?
CONTACT US AT SALES@INNOVECS.COM



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