



PROGRAMMATIC ADVERTISING PLATFORM

CASE STUDY

INNOVECS[®]

www.innovecs.com

PROGRAMMATIC ADVERTISING PLATFORM



INDUSTRY

Advertising&Marketing



CLIENT

Our client is on a mission to democratize, and make programmatic marketing easier for small-medium size businesses and media agencies worldwide.



PRODUCT

The product a product that connects powerful DMP technology with multiple DSPs ensuring global ad-inventory reach across display, mobile, video and out-of-home - all presented in the most automated platform in the business.

By consolidating leading ad-technology offers advertisers less risk when choosing vendor, and an easy-to-use platform to manage all programmatic marketing campaigns.



INNOVECS CONTRIBUTION

- Full-cycle website development
- Data analysis with patterns identification and conversion into programmatic algorithms



TECHNOLOGIES

Java, Scala, Python, HTML, JS, CSS



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ADVERTISING PLATFORM

GALLERY

Dashboard

Campaigns

Reports

Creative Suite

Audience Builder

Account Details ▾

Active campaigns Draft campaigns Ended campaigns

Active Campaigns Search term goes here

Campaign name	Goal ▾	CPM ▾	eCPM ▾	CPC ▾	eCPC ▾	CPA ▾	eCPA ▾	CTR ▾	Clicks ▾	Conversion ▾	Spend ▾		
Campaign Name	CPA \$80 ↑2%	\$748	700,678	1,400	0,17%	\$0,54	\$0,54	0,17%	27	0,17%	\$27,7	EDIT	DUPLICATE
Campaign Name	CPM \$1,85 ↑3%	\$748	700,678	1,400	0,17%	\$0,54	\$0,54	0,17%	27	0,17%	\$27,7	EDIT	DUPLICATE
Campaign Name	CPC \$1,20 ↓4%	\$748	700,678	1,400	0,17%	\$0,54	\$0,54	0,17%	27	0,17%	\$27,7	EDIT	DUPLICATE
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Total		\$748	700,678	1,400	0,17%	\$0,54	\$0,54	0,17%	27	0,17%	\$27,7		

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The screenshot displays the 'New Campaign' configuration page in a programmatic advertising platform. The interface is organized into several sections:

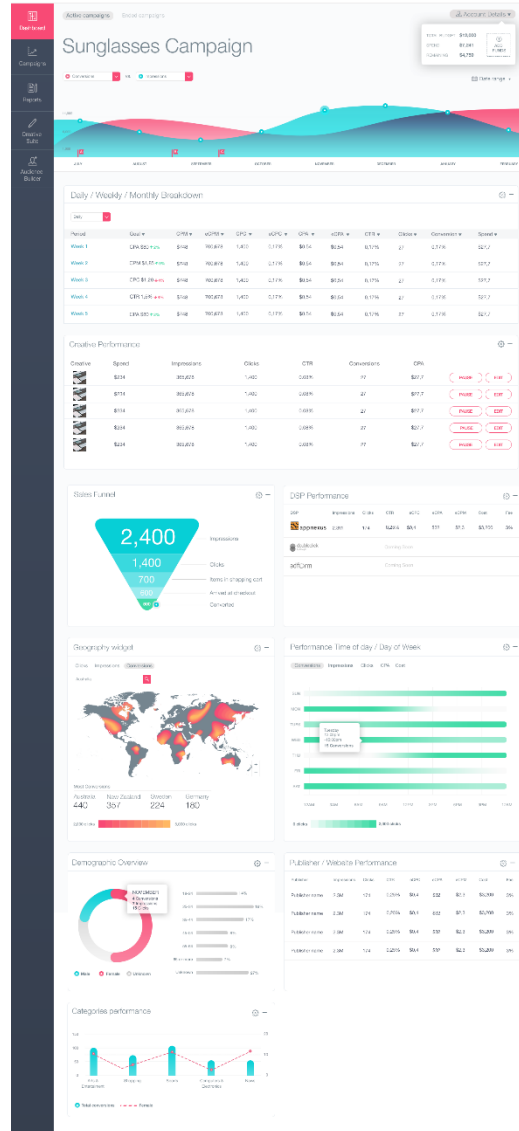
- Account Overview:** Located in the top right, it shows 'Account Credits' with a balance of 'USD 1,234,567' and a usage of '85% of \$1.2M'.
- Campaign Details:**
 - Campaign Name:** 'Correctly Filed Field' (with a green checkmark).
 - Budget:** 'Enter Budget' field set to '\$ 2,000' and 'Available Funds' of 'Total: \$12,600'.
 - Goal Optimization:** Includes 'Optimize for conversions' (selected), 'Optimize for clicks', and 'Optimize for views'.
 - Geography:** Fields for 'Country', 'Region', and 'Language'.
 - Device Types:** Checkboxes for 'Desktop', 'Mobile', and 'Tablet'.
 - Buttons:** 'SUBMIT CAMPAIGN' and 'SAVE DRAFT'.
- Advanced Targeting (Optional):**
 - Frequency cap:** 'None' selected, with options for '100%' and '100%+1'.
 - Start/End Dates:** 'Start' date '5/4/2016' and 'End' date '5/31/2016'.
 - Street address:** 'Street address e.g. 20 Example street, Sydney' and 'GPS coordinates e.g. 40.7128137, -74.0060142'.
 - Whitelist / Blocklist publishers:** A table with columns for 'Search Category', 'Search Publisher', and 'Status'. It lists several publishers with their respective status indicators (green for active, red for blocked).
 - Demographics:** 'Potential Status', 'Income', and 'Marital Status' dropdown menus.
 - Age groups:** A slider for age selection and gender options (Male/Female). A warning message states: 'Your campaign reach may be heavily reduced when selecting age groups or genders'.
 - Time of day / Day of Week:** A grid showing ad scheduling across days of the week and hours of the day.
 - Powered by:** Logos for 'appnexus', 'adform', and 'doubleclick ad manager'.
 - Buttons:** 'SUBMIT CAMPAIGN' and 'SAVE DRAFT'.

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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



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Inspirational Working Environment

HAVE SOME QUESTIONS?
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