

Digital Ad Order Management Solution with Data Analytics

Integrating Business Analytics to Enable Real-Time Asset Booking for a UK-based DOOH leader



PROJECT OVERVIEW

Our client is a leading outdoor advertising company with over a million digital advertising panels across the world. With a vision to reach a broader range of consumers, maximize inventory allocation, and boost sales, the UK-based client approached us. We helped in developing a digital ad order management solution that would help them respond to booking requests immediately, leverage sales opportunities, and maximize revenue.



Capability
Analytics



Industry
Advertising



Country
UK

KEY FEATURES

The developed digital solution helps with efficient managing of bookings by leveraging analytics statistics from missed sales opportunities, predict trends, meet the needs when demand cycles peak, and make more ad slots available.

▶ Faster & timely data access

Improve ad slots management and hence increase revenue opportunities with quick access of accurate data to the sales teams for better interaction with customers

▶ Unlock new sales opportunities

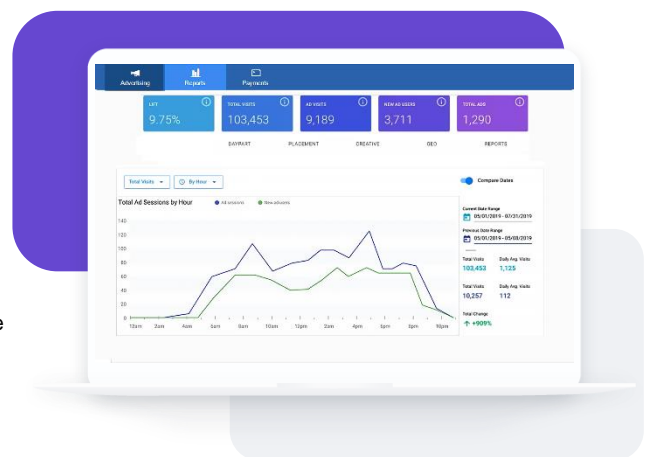
Allow teams to align and assess the emerging sales trends by analyzing market movements and determining market conditions

▶ Increase customer acquisition & retention

Engage in more meaningful conversations with data insights on customer buying patterns, customer preferences, previous customer feedback, and ad slots buying habits

▶ Central repository for global inventory

Effectively manage and address the inventory of ad booking requests generated across the centers with number of digital ad panels to keep the costs optimized



CHALLENGES

- ▶ Unclear understanding of real-time needs of the customer's business
- ▶ No available integration of booking requests from multiple applications
- ▶ Overlapping and duplication of bookings with concurrent user access
- ▶ Delayed response time to bookings

SOLUTION

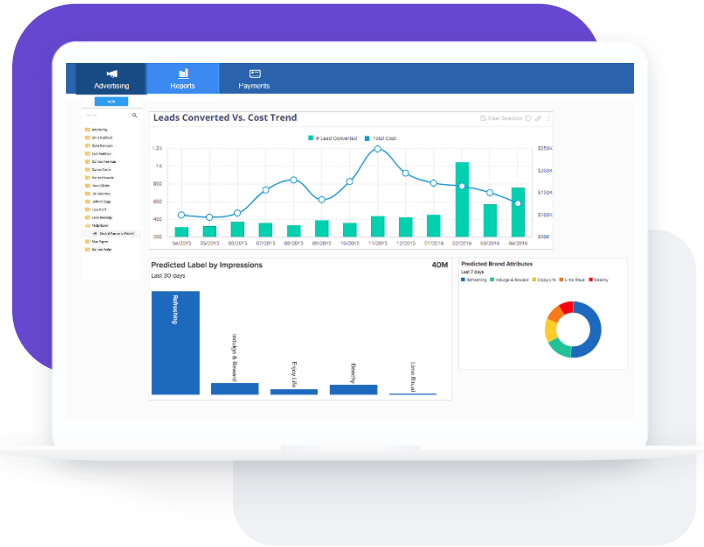
We developed an algorithm that provided a balanced inventory to meet increasing demand and allowed better controlling to spend for additional stock purchases. The system honored the strict business rules and predicted in real-time for the reshuffling of bookings. With a unique mix of software and hardware optimization, the servers were vertically scaled with a dynamic load-balancing cluster implemented for managing real-time bookings.

▶ Ad slot booking with real-time management

Responds to booking request immediately and allows you to address resources based on the global traffic efficiently

▶ Automated process

Responds to inquiries immediately without spending time on managing the inventory for any panel, any region, any segment

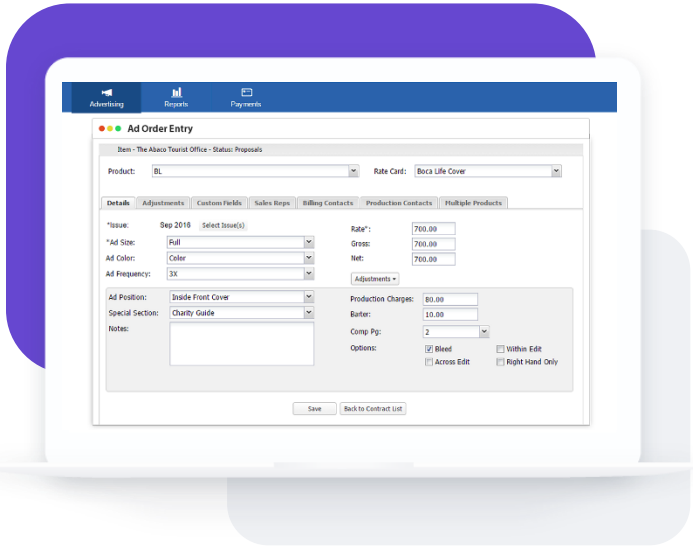


▶ Ad inventory optimization

Improves accuracy of ad inventory orders with a view of priority orders to help you save time and money while avoiding manual recount

▶ Demand forecasting

Real-time insights based on historical sales patterns to align and address current and future efforts to reduce the chances of stock-outs of slots or digital panels



TECHNOLOGIES & TOOLS



BENEFITS

80%+

reduction in unsold inventory items

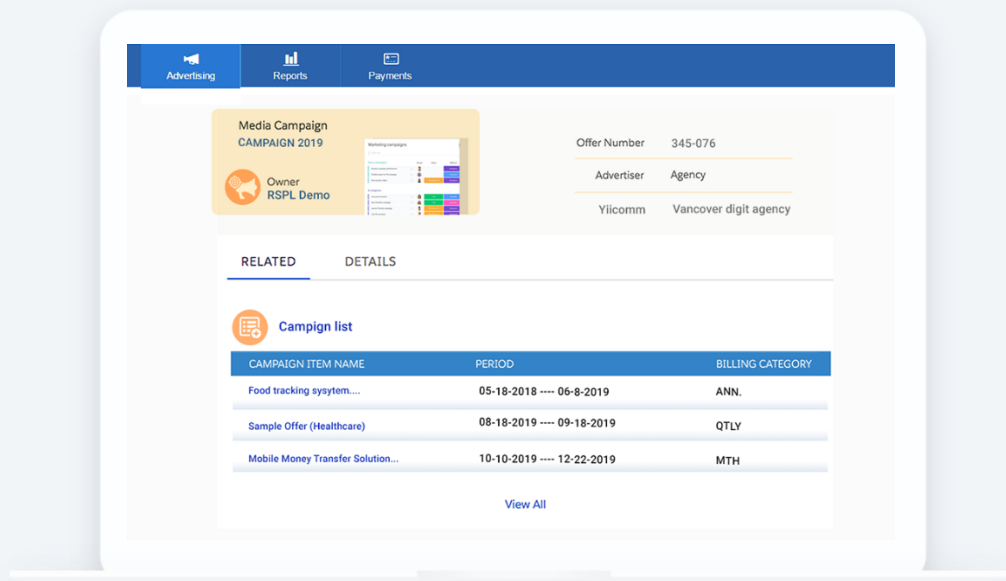
<2 minutes

booking response time as compared to 30 minutes earlier

Real-time monitoring

of bookings as per region, segment, and point of sale mechanism

PROJECT SNAPSHOTS



ABOUT RISHABH SOFTWARE

We are a global provider of enterprise-grade web, mobile, cloud, and analytics solutions. As a CMMI Level 3, ISO 9001 and 27001 certified software development company, we have two decades of service excellence delivering 1000+ successful projects globally, including the USA, UK, Europe, Middle East, and Australia.

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