InfoCepts

Media Use Case
Improving the User Experience

Media Firms lose millions of dollars in digital advertising revenue when same ad is erroneously shown multiple times. This causes ad fatigue and annoys viewers. Our Ad Analysis solution analyzes the unstructured ad logs and empowers media companies to identify problematic streams that contain no ads or more ads than the advertiser has paid for. It improves user experience and saves millions in lost revenue as well.

Key Performance Indicators

- Ability to measure the frequency and magnitude of repeat ad placements from an end viewer perspective
- Ability to identify a correlation between frequency cap violations and specific sites, dates, devices or video assets
- Ability to visually identify any ad placement that is delivered more than two times for a large number of video streams

Users

- Ad Sales Teams
- Distribution Teams
- Research and Analytics Teams
- Leadership Teams

Benefits

- Visibility into the ad experience insights to improve user experience implies no more repeat ads for viewers
- Identification of problematic streams without ads plugs revenue leakages
- Ability to track ad performance for all digital ads enables companies to plan for better ad placements
- Better control over industry-category competitive separation ensures that premium advertisers have no reasons to complain for misplaced ads
- Improved user experience with no ad fatigue