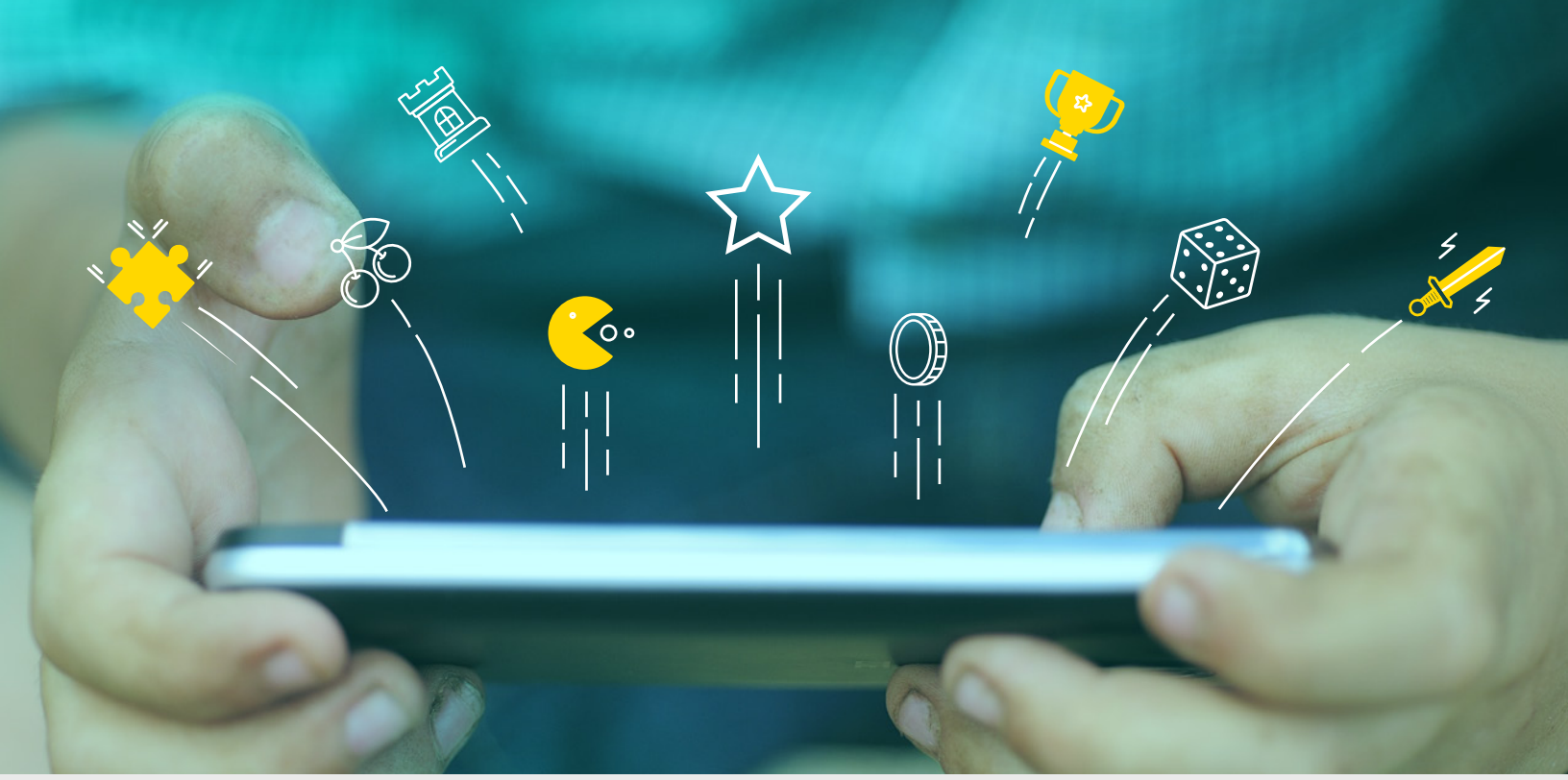





Leader in mobile in-app advertising

optimizes eCPMs and maximizes revenue for advertisers and publishers



Business Needs

Provide a Quick and Easy Way for App Publishers and Advertisers to:

-  Develop ad creatives
-  Gauge ad creative performance
-  Support various dynamic ad types

Showcase Capabilities to Their Target Audience

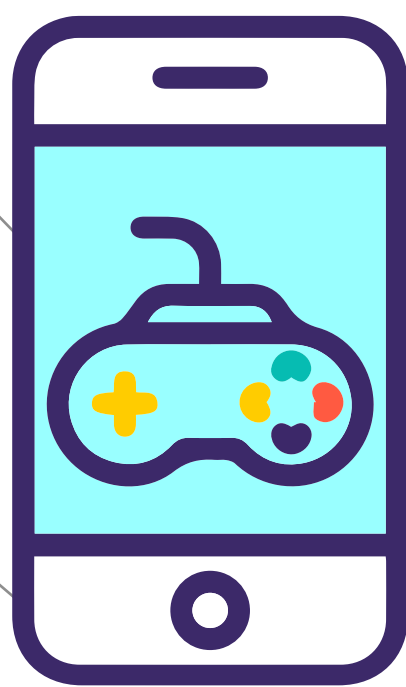
Business Solutions

Delivered an app to produce **video creatives** with features to record, edit, and animate ads

Optimized mobile SDK to support **dynamic templates**

Developed **creative analytics**

- Integrated it with the app
- Determined ad performance based on various creative attributes



Introduced a **showcase app** for in-house sales team to pitch to prospects

Tools and Technologies

Mobile



Kotlin

Machine Learning



TensorFlow 2.0



OpenCV



Cloud Vision API



CloudSight™

Analytics



Tableau

Windows Azure



Business Impact

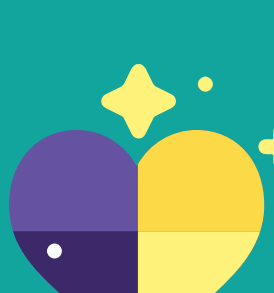
The client's customers witnessed



800% surge in conversions using dynamic templates



200% increase in earnings from video ads



2x higher eCPMs through ad creative optimization



68% rise in video views and engagement



5.36% growth in in-store visits

ENGAGE THE RIGHT AUDIENCE THROUGH CREATIVE AD FORMATS