Publication
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Implementation of Proprietary Advertisement tech

Enabling Advertisments while optimizing experience and targetting

Core drivers and enablers of Advertisement tech

Advertisements and Experience need to have optimum bandwidth for a good outcome.

This paper discusses how advertisement industry has evolved,

drivers that influence inhouse ad-tech brand,

enhancing higher experience,

deciding core metrice that ensures measurement

and finally implementation use case of a platform

From sequentially understanding various drivers that enable implementation of Relationship Tech to considering key metrices that determine how Ads are measured, the paper brings forth complete overview of planning and building proprietary advertisement tech.

Implementation approach

The step-wise approach of rolling out advertisements for one of the growing fitness chains to target relevant set of users is brought forth in detail.