



Theorem Provides Ad Platform

End-to-end Consulting and Support

Client: The company is an advertising technology foundation that enables the **creation, transaction, and management of digital ads** for creators, buyers, and sellers. Principally, the company provides ad technology services for publishers, advertisers, agencies, ad networks, and third-party providers.

As the need and demand for digital advertising on a global scale continue to grow, so too does the demand for platforms that can respond to both the global and local needs of users. As one of the largest and most established ad technology networks, the client was a trusted name for agencies, publishers, and networks.

However, the challenge the company faced was to provide on-the-ground support, expertise, and training for clients in the Asia Pacific region. The endeavor required not only flying a company expert to Asia from the United States or the United Kingdom but also an understanding of local market needs, work practices, and culture.

Think

Theorem had been providing operational customer support service for the company across multiple regions, helping new clients to get set up and to feel comfortable with the platform. Because the company didn't have an office in Asia Pacific, the network began to look at how it could best meet client needs in the region. It needed:

- Support in training new clients on the platform and then in setting them up on the platform
- Ongoing support with queries and troubleshooting in how to handle uncertainties
- On-the-ground support and insight into local market needs and expectations

Plan

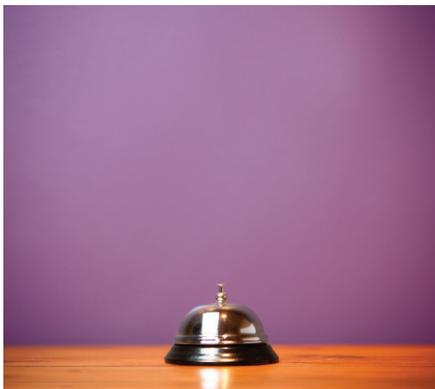
Having built a trusted relationship with Theorem, the company turned to its partner to help on both the operational and consulting levels with its Asia Pacific clients. Theorem's consultants traveled to Australia, Singapore, and other parts of India to help clients. The partnership with Theorem gave the company's clients assistance with:

- Initial setup on the relevant platform for Asia Pacific clients
- Suggestions and consulting support for managing issues on the network and beyond
- Full team support in migrating from a different platform to the company's platform
- Support of agencies in conducting the end-to-end campaign process
- Support in tracking and reporting client-specific campaign performance

Do

As an extension of the client's team, Theorem was asked to provide end-to-end customer support to help agencies, publishers, and networks get set up on the company's platform, whether the clients were start-up organizations adopting platforms for the first time or organizations migrating from existing platforms. Among the tasks Theorem undertook to help organizations with adoption were:

- Network setup and platform education so those clients could create access for multiple users, pull campaign reports once a creative has gone live, and stay on track with campaigns
- Troubleshooting—for example, of creatives and floodlights/tags to ascertain user behavior and interest in a brand. Such information is important for optimizing a campaign and getting better return on investment
- Online training of end users on how to work within the platform interface



Extensive Support

The trusted relationship built with Theorem led to the extensive support for Asia Pacific clients.

Impact

The relationship between the company and Theorem began in 2003. Over time, it grew so that Theorem teams were providing more and more operational support across multiple regions. The trusted relationship built with Theorem led to an extended partnership with the company, and the extensive support for Asia Pacific clients continued, ultimately with many of the company's clients. As a result of Theorem's extensive support:

- The company gained a trusted partner that is capable of sorting out issues with clients quickly and that understands the local market
- Theorem helped a platform client set up its network, provided day-to-day help in creating campaigns from the ad platform, and helped track the client's campaigns. From a small start-up, the agency has become one of the top three agencies in India.
- A number of agencies continue to work with Theorem, seeking support in other areas.



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Theorem delivers a full range of flexible, tailored solutions to help organizations cost effectively and efficiently manage digital marketing initiatives across the entire digital landscape. We enable rapid activation of programs through a model that leverages domain specialists, digital best practices and a deep digital track record. Theorem optimizes digital programs by seeing the full picture—getting clients on the right path and overcoming all obstacles along the way. For more information, visit us at www.theoreminc.net