GEOSURF FACILITATES ADTEGRITY'S ADOPS & QA IN CREATING A FAST, EFFICIENT, AND MORE RELIABLE SERVICE

ADTEGRITY®

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"GeoSurf saved our clients and our minds. Rather than struggling to solve the issues that our clients faced, GeoSurf facilitated the process, making it fast, efficient, and most importantly, reliable."

Company: Adtegrity

Region: Global

Website: www.adtegrity.com

Industry: Ad Network

Who is Adtegrity?

Since 1999, Adtegrity has been developing customized cross-screen advertising solutions for brands, agencies, and performance marketers. Their mission is to increase the levels of engagement and performance for their clients' advertising campaigns.

Because Adtegrity helps agencies and advertisers all around the world with their international campaign strategy, target optimization, and post-flight analysis, using a premium proxy server is imperative for them if they want to do their jobs correctly and deliver accurate results confidently to their clients.

The Challenge

Prior to using GeoSurf, Adtegrity was facing several points of frustration:

- They were dependent on alternate proxy servers which were inadequate, as they often displayed faulty results, and barely seemed to work
- The process of QAing, monitoring, and validating client campaigns was a timely and costly process
- QA was dealing with complaints from web users and publishers about advertisements that were causing problems, and Adtegrity had no easy solution to solve them and make the client happy

The Move to a Premium Proxy

Adtegrity moved to GeoSurf because they believed this tool would help them become more efficient, effective, reliable, save money, and deliver better results, making their clients happy and loyal to them.

AdOps

AdOps used the toolbar for proxy usage to test tags that have geo-targeting in place, to view what creatives would like in various countries, and to complete conversion processes that have to happen in different geographic locations around the world.

Challenges:

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The process of QAing, monitoring, and validating client campaigns was a timely and costly process

QA was dealing with complaints from web users and publishers about advertisements that were causing problems, and Adtegrity had no easy solution to solve them and make the client happy

Solution:

Adtegrity utilized GeoSurf because they believed this tool would help them become more efficient, effective, reliable, save money, and deliver better results, making their clients happy and loyal to them.

Results:

By leveraging GeoSurf as its seamless proxy server, Adtegrity was able to perform its duties quickly, deliver accurate results to their clients, make sure their ads appear as they should, and gradually, position themselves as one of the leading ad networks in the world.

There was no good solution for this prior to GeoSurf; the random proxy websites they used in the past were hit or miss at best and most times wouldn't work at all.

QA

With the GeoSurf, the Adtegrity's QA department was able to do their work much more efficiently and felt confident when relaying results to their clients.

Often, QA received complaints from web users and publishers about advertisements that were causing problems. In one specific case, a user in Russia was experiencing an advertisement that was taking over their screen and auto playing audio. One of their ads was being called on the URL in question, and after seeing their name in an ad call, he reached out to Adtegrity, rather angrily.

Using data from the user and the GeoSurf proxy ability they were able to replicate the problem, as it was only happening in Russia. While the ad in question was not an Adtegrity trafficked ad, their QA team continued the investigation, sourced the ad, contacted the US based publisher who, come to find out, had been struggling trying to replicate the issue himself, and helped remove the ad from rotation. The user was overjoyed that someone stepped in to help him, as was the publisher. GeoSurf facilitated the process, making it fast and efficient.

The Results

- Had reliable, fast, and accurate proxy servers which displayed the correct results and geo-targeted ads
- Increased the efficiency and effectiveness of their QA processes
- Improved relationship with clients
- Increased efficiency in AdOps processes