

Largest and Most Well-Known Content Distribution Platforms' Revenues Rise by 20% with Navedas QA Services

Navedas worked with the world's largest global content discovery platform, who brings personalized, relevant online, mobile and video content to audiences while helping publishers understand their audiences through data. This company serves over 190 billion personalized content recommendations every month and reaches over 561 million unique visitors across the globe. Top-tier, premium publications that leverage the company's platform include: CNN, ESPN, Le Monde, Fox News, The Guardian, Slate, The Telegraph, New York Post, Times of India and Sky News.

Highlights:

- Revenues increased by 20%
- 23% increase in compliance rates for advertising publishers
- Account management team able to report better analytics to clients

The Challenge

This company's advertising widget sits within hundreds of publisher websites requiring daily maintenance, and functionality all day and everyday. If the company's advertising widgets experience any functional interruption, click through rates decline and directly impact their clients—who are publishers' and brands' revenue. To monitor the constantly changing advertising widgets, this company outsourced monitoring to unsteady and irregular interns, who were effective for short periods of time due to turnover rates and required extensive training and day-to-day support. With zero consistent institutional memory or support, the company tapped Navedas to begin monitoring and QA.

The Solution

Navedas identified the operational bottleneck which was directly impacting publisher payouts due to multiple publisher websites not in compliance. The company saw a 20% increase in revenue immediately and brought publisher compliance up by 23%. Navedas re-built a process and system which reported real time technical downtime direct through the company's CRM. The company was so impressed with the Navedas' team that they asked them to assist them with the time-consuming process of vetting new publishers for their content recommendation platform.

