

Unlocking 30% Greater Efficiency for a Global Advertising Brand Through Operational Excellence

Background

A global advertising organization managing high-volume digital campaigns and complex financial workflows across multiple platforms required a scalable partner to ensure operational precision, compliance, and system stability while supporting ongoing growth.

Challenge

- Ensuring billing accuracy and audit readiness
- Standardizing processes across teams
- Improving pacing visibility and delivery accuracy
- Maintaining platform stability
- Strengthening brand safety and governance

Solution

- Validated financial data, billing accuracy, and campaign delivery through audits and verification processes
- Streamlined workflows, reduced errors, and improved onboarding
- Delivered real-time visibility into campaign delivery, pacing, and rate utilization
- Maintained system hygiene, executed updates, and ensured stable operating environments
- Monitored compliance and mitigated risk
- Leveraged a dual-shore model and POD structure to improve scalability, cost efficiency, and workflows

Impact

This engagement enabled the client to operate with greater financial accuracy, faster execution, and improved cost efficiency, creating a more resilient and scalable operational foundation. When we strengthened governance, standardized workflows, and optimized delivery models, we empowered the client to unlock better visibility with reduced risk, supporting growth without increasing operational complexity.



99.9%

accuracy rate with only
4 errors in 2025

20%

Improvement in process
accuracy

30%

Increase in operational
efficiency

40%

Reduction in cycle times