Advertiser 3D for adMarketplace

Product Architecture/Strategy, User Experience - Ad Management

🎯 GOAL

- Create a campaign management system with a viable market differentiator,
- Design user experience to simplify analysis and optimization
- Define strategic improvement release schedule

🧩 CHALLENGES

- Existing data model insufficient
- Limited staff resources
- Linear optimization model, black-box approach
- Limited buy-in by both senior management and line staff

🔄 PROCESS & METHODOLOGY

I took ownership of the Advertiser 3D project in February 2012 after the contracted UX consultants failed to produce a viable solution that was anything more than a re-design of the existing model. Executive management was looking for a new vision, a new way to approach campaign management that would differentiate the company in the search advertising space.

Search advertising is dominated by Google, whose approach, simply put, is a "black-box." To take advantage of advertiser's distaste for this one-size-fits-all method, I convinced management to consider an atomic approach.

To enable users of the product to optimize across such wide bodies of data, they needed to be able to see data differently, across multiple views and permutations. To accomplish this, data was presented in pivots, much like a data warehouse cube.

Finally, to simplify optimizations, we made the interface a direct interaction environment - edits could be made much like a spreadsheet with the same click-to or tab acquisition, hitting enter to save, and bulk edits for when large scale editing was required.

✅ RESULTS

- 26% increase in company revenues YoY 2012-2014
- Flexible user-feature control allows granular approach to accessibility
- Traffic source management provides bid adjustments at atomic level to improve advertiser performance
- Event funneling, introduced in 2015, provides goal-based analytics, as well as foundation for BidSmart pricing optimization
- Introduced broadened taxonomies for categorical campaigns
- Multiple attribution models provide reporting that fits the advertiser's need rather than a one-size fits all approach

✉️ CONTACT DETAILS

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