

Digital Marketing & Media Services

Enable Responsible Advertising
Maximize Brand performance
Non-linearly scale RevOps with AI

iOPEX Introduction

Innovating & Optimizing "Cost to Book / Serve"
Enabling "byte size" Agile Transformation



Data and AI

- Manage data, oversee models, and integrate with apps
- Fine-tune, evaluate & train LLMs
- User-centric AI solutions design



AI Engineering

- Digital Workflow & Automation
- GenAI-Copilots
- BeSpoke Applications
- Cybersecurity



AI Operations

- Digital Marketing & Media Services
- Enterprise Product Support
- Customers Experience Services
- Digital Health Services

Business Functions

Revenue	Product Ops
Marketing	Cloud Ops
Finance	Security Ops
Customer Service	Supply Chain

Industries

Telecom	Media
Hi-Tech	Retail

Outcomes

Enhance Cx, Ex , Px
Non-Linearly Scale Operation
Generate Friction free revenue
Innovate Continuously

Transformation Levers

Data + Process + Ops

AI Engineering

- Custom AI tools for businesses
- AI-powered insights and tools

Data & Model Engineering

- Predictive modeling and analysis
- Turning data into actionable insights

Digital Operations

- Automating workflows and processes
- Integrating AI with existing systems

Hyper-Automation

- Automating complex and repetitive tasks
- AI-driven process optimization

Cybersecurity

- AI-powered threat detection
- Automating cybersecurity processes

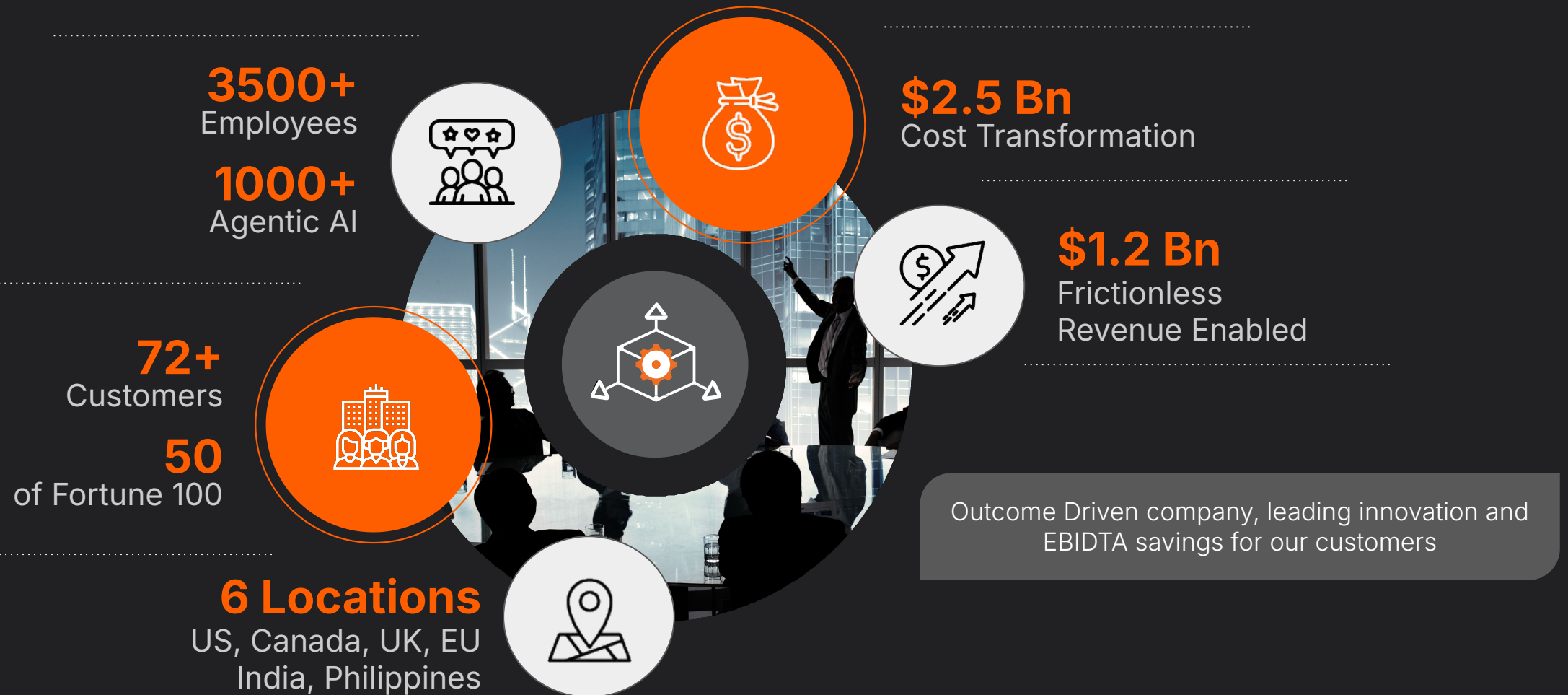
Cloud Engineering

- AI in cloud operations
- Hybrid cloud integrations

Our AI-driven operations automate tasks, optimize decision-making, and improve productivity, allowing businesses to achieve cost-effective, agile, and scalable operations while maintaining long-term excellence

iOPEX Outcomes To Business

We deliver byte size agile transformation with an insight-led experience architecture



Digital Marketing & Media Services - Media Monetization

Global Service Layer for Retail / Commerce Media | Publishers | CTV | Ad-tech | Brands

1. Monetize

Enable Responsible Advertising

- Consult & Enable Advertising with 1st party data
- Build Customer data platforms
- Audience Segmentation in DMPs
- Ad Stack Setup & Integrations
 - Onsite
 - Offsite
 - Instore
- Ad Experience Testing
 - Alpha | Beta | GA launches
- Sales & Order Management
- Reporting & Analytics

Build Ad Stack

2. Execute

Maximize Brand performance

- Managed Service
 - Advertising Operations
 - Creative Operations
 - Data & Measurement Operations
 - Sales & Billing Operations
 - Tech Operations
- Self Service
 - Customer Onboarding
 - Customer & Technical Support
 - Customer Success
- Trust & Brand Safety
 - Ad-Policy Review
 - Content Moderation

Revenue Operations

3. Innovate

Scale Non-Linearly with AI

- System Modernization & Integration
 - Lead/Opportunity Management
 - Order Management
 - Campaign Management
 - Data Integrations
- Business Process Automation
 - Campaign Creation
 - Trafficking & QA
 - Reconciliation & Actualization
- GenAI
 - Media Performance & Planning
 - Ideate to Create
 - Billing & Contracts

Media Labs

\$6.8B

Media
Spend Managed



110K+

Campaigns
Launched



3.5M+

Creative
Trafficked



200K+

Creative
Designed



15K+

Brands
Served



100+

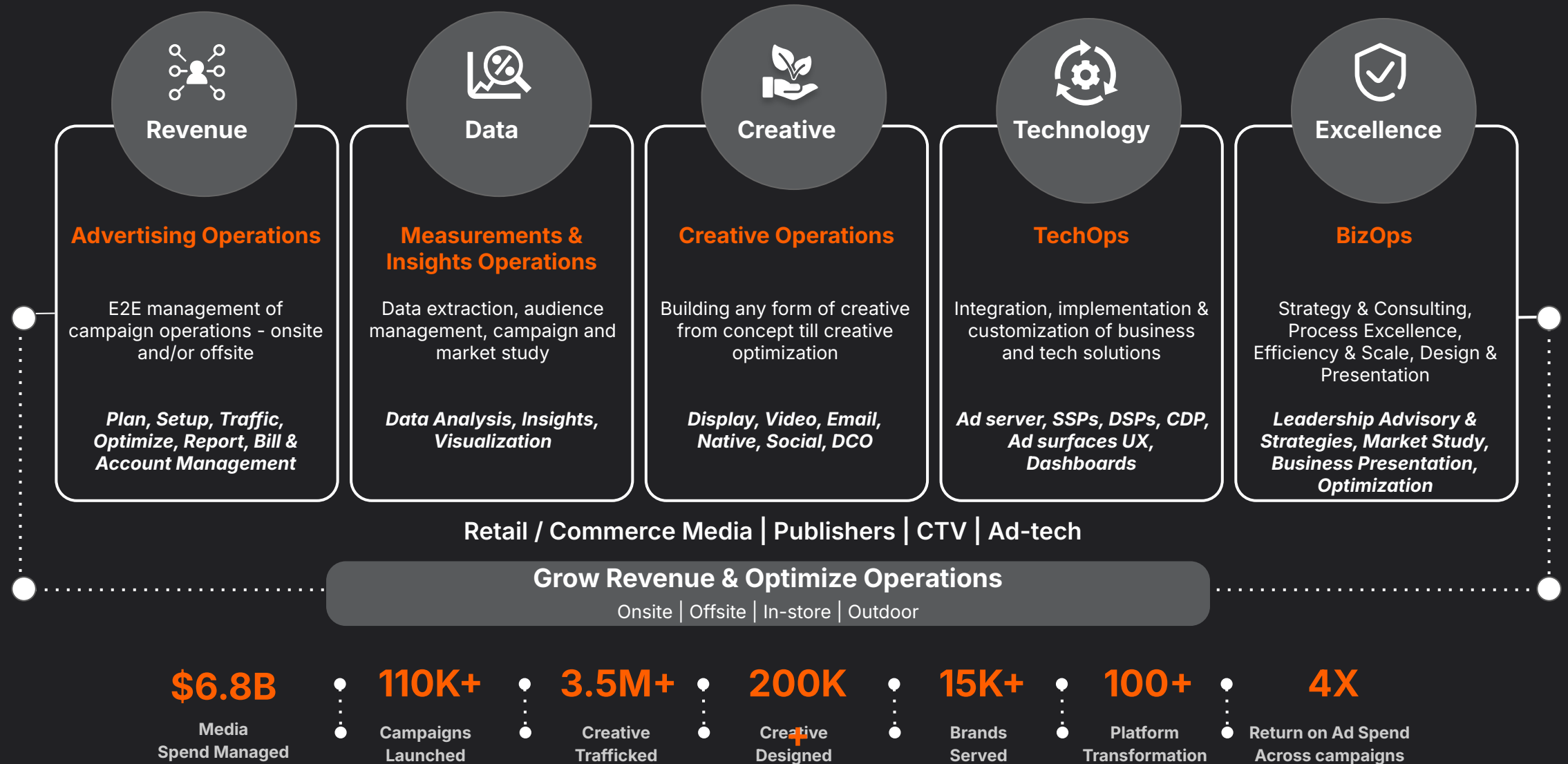
Platform
Transformation



4X

Return on Ad Spend
Across campaigns

Managed Services - Revenue Operations



Advertising Operations

Sales Operations

Sales Enablement

- Sales media kit
- Credit Check
- Opportunity Management
- Sales Pipeline Updates
- Revenue forecasting
- Contract Management
- Account On/Off boarding
- Churn Analysis

Account Management

- Account Strategy
 - Enterprise
 - Mid & Long Tail
- Brand Spend Research
- Customer Success & Adoption
- Upsell / Cross Selling

Revenue Enablement (Omni Channel)

Direct & Programmatic

- Audiences Generation
- Audience Segmentation
- Media Planning
- Media Buying
- Prospecting & Retargeting
- Campaign Setup
- Creative Trafficking
- Pixel Implementation
- Creative Screenshots
- Campaign QA
- Campaign Wrap decks
- Campaign / Bid Optimization
- Deal ID Management
- Domain Whitelisting/Blacklisting
- Reporting & Analytics

Sponsored Products

- SKU Management in Seller Central & Supplier Central
- Keyword Analysis
- Conquesting Keywords Check
- Advertiser Onboarding
- Campaign Set up
- Campaign Trafficking
- Creative Screenshots
- Creative Ad Policy Review
- Campaign Optimization
- Keyword Bidding
- Digital Shelf optimization
- Reporting & Analytics

Finance Operations

Billing Operations

- Delivery Reconciliation
- Actualization & Billing
- Invoicing
- Accounts Receivables Mgmt.

Yield Management

- Inventory Forecasting
- Inventory Tiering
- Inventory Calendaring
- Pricing Management
- Lockout discounts, Pricing and Rate card roll outs
- Yield Analytics & Insights
- Revenue Optimization

Standard SLAs

SLA - **1 Business day**
Quality - **98%**

2 Hours - Acknowledge request
4 Hours - Priority tickets
8 hours - Standard SLA

Quality - **97%**
Escalation - **Less than 3%**
Handle Time - **20 Mins per Campaign**

SLA - **1 Business day**
Reporting Accuracy - **98%**

SLA - **1 Business day**
Accuracy - **98%**

Measurement & Insights Operations

Data Query - Extraction - Cleansing - Synthesizing - Reporting - Visualization - Insights

Measurement Operations

Reporting & Insights

- Data extraction
- Data Validation
- Tableau Dashboards
 - Creation
 - Maintenance
- Report Management
 - Inventory
 - Revenue realization
 - 3rd Party discrepancy
 - Measurement Tag validation
 - Daily Pacing
 - Post campaign
 - MBR & QBR
- Wrap Decks

Pre Campaign Analysis Audience Analysis

Audience Strategy & Activation

- Building new audience groups
- Audience Segmentation
- Audience study & insight
- Forecasting

User Journey Mapping

- Tracking pixel data and mapping user journey
- Building personas
- Site analysis

Market Research

- Competitor analysis
- Trend analysis

Integrations / Connections

- Building data connectors
- Building dashboards

Mid Campaign Analysis Performance

Campaign Reporting

- Daily Pacing reports
- Campaign performance report
- Performance trend insights

Campaign Monitoring

- Good performance, Good pacing
- Good performance, Bad pacing
- Bad Performance, Good Pacing
- Bad Performance, Bad pacing

Key Campaign Metrics

- Visibility (Impressions, Clicks)
- ROAS
- Orders
- Targeting
- Budgets
- Dayparing
- Pacing

Post Campaign Analysis Upsell

Campaign Insights

- Wrapdecks - MBR, QBR
- Mid campaign performance insights
- Post campaign report

Post Campaign Reports - PCR

- Campaign Metrics
- Trend
- Similar campaign comparison
- Industry comparison
- By campaign, placement, creative, channel, demography, geo reports and insights
- Go to market plan
- Observations and recommendations



Sample Reports

Brand Insights

Daily Pacing Report

Campaign Performance Report

Post Campaign Analysis

Creative Operations



PROGRAM MANAGEMENT

CENTRALIZED OPS

Single communication point for all operations makes it easier for clients



ART DIRECTION TEAM

IDEATION

Generate campaign ideas and new and relevant creative concepts



DESIGN & DEVELOPMENT TEAM

CREATIVE DESIGNERS

The team designs all type of creative collaterals from a simple static design to a 3D animated video.

Our Retail & Content Services

Craft persuasive and concise ad text tailored to captivate and compel target audiences.

Ad Copy Services

Develop visually compelling advertisements optimized for digital platforms and brand resonance.

Ad Design & Production

Create engaging and interactive ad formats, including videos and animations, to enhance user experience.

Rich Media

Generate real-time personalized ad elements, adapting to user behavior and preferences dynamically.

Dynamic Ad content

Design visually appealing and user-friendly digital storefronts or product pages for optimal online shopping experiences.

Storefront / Product Page Design

Develop interactive Microsoft ads that users can engage with, providing an immersive and entertaining experience.

Playable Microsite Ads

Craft ads with direct shopping functionality, allowing users to seamlessly make purchases within the ad experience.

Shoppable Ads

Implement cutting-edge 3D, Augmented Reality (AR), or Virtual Reality (VR) elements for immersive and innovative digital experiences.

3d / AR / VR

Creative Types

Display

Text & Image Ads, Rich Media Ads, Dynamic Ads, Native Ads, Trueview & Lightbox Ads

Native & Social

Sponsored Ads, In-feed promoted content, Native Search Ads, In-Feed Social Ads

Video

In-stream Ads, Out-stream Ads, VAST

DOOH, Voice, CTV

Dynamic Signage, Data feed ads, DAAST, Native Audio, recorded audio, In-stream Video, Home screen placement ads

Sample Portfolio

<https://iopexcreatives.pages.dev/>



Turn Around Time

Localization

1 Business Day

Video Assets

5 Business Days

Playable / Microsites

7 - 10 Business Days

Iterations

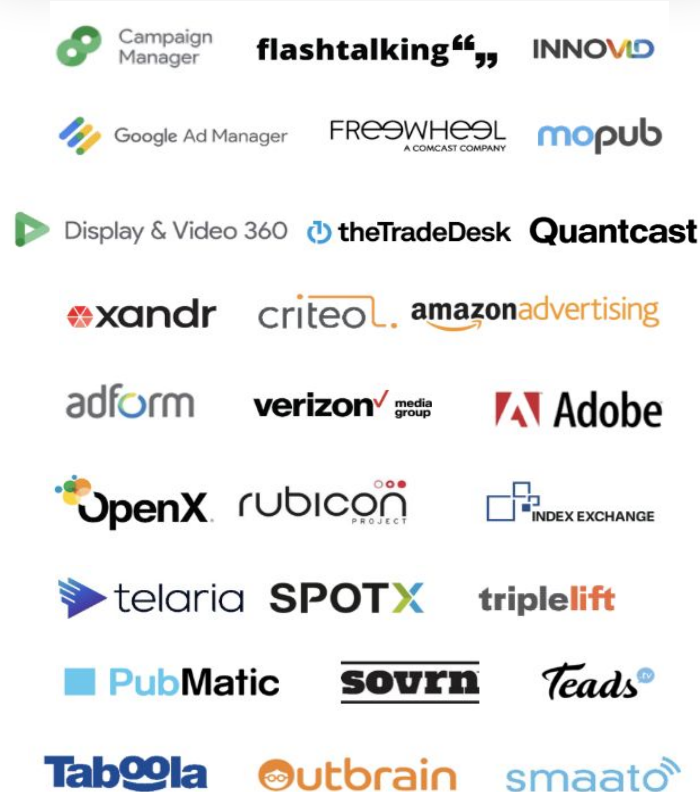
Unlimited

Managed Services - Platform & Skills Expertise

Retail Media



SSP / DSP



Business Systems



Business Consultants | Tech Consultant | 1st Data Specialist | CDP/CMP Specialist | Ad Stack Engineers | UX Consultants Campaign Managers | Ad Trafficker | Data Analyst | Insights Analyst | TechOps Engineer | Billing Specialist

Onboarding Plan: Pilot Phase (0-60 Days)



Pilot Kick-Off & Team Onboarding

Phase 1

Day 1 - 15

- **Scope Definition & Goal Alignment** – Define engagement model, success criteria, and campaign execution framework.
- **SOP Finalization** – Develop process maps, escalation matrix, and workflow documentation.
- **Team Hiring & Role Definition** – Recruit SMEs, QA analysts, and campaign managers, mapping responsibilities.
- **Credential Set-Up & System Access** – Ensure secure access to ad platforms, reporting tools, and quality control dashboards.



Training & Knowledge Transfer

Phase 2

Day 16 - 30

- **Train the Trainer** – Senior specialists conduct hands-on learning on campaign setup, targeting, bidding, and creative QA.
- **Use Case Training** – Practical simulations of real-world campaigns based on client's historical data.
- **QA & Troubleshooting** – Deep dive into campaign error detection, budget pacing, and compliance audits.



Shadowing & Reverse Shadowing

Phase 3

Day 31 - 45

- **Client Shadowing** – Observe client workflows, analyze historical campaign performance, and document key decision-making frameworks.
- **Reverse Shadowing** – Team takes over execution while client provides oversight, refining SOP adherence and decision accuracy.



Go-Live Execution

Phase 4

Day 46 - 60

- **Phased Responsibility Transfer** – Begin with simple test campaigns, gradually moving to complex, high-budget setups.
- **Real-Time Performance Monitoring** – Implement QA checkpoints to ensure campaign accuracy and adherence to KPIs.
- **Client Sign-Off & Handover Completion** – Achieve performance benchmarks and finalize steady-state transition.

Success metrics

- SOP completion & system setup: **100%**
- Team onboarding: **100%**
- Initial knowledge assessment: **>85%**

- Training completion: **100%**
- QA accuracy: **>95%**
- Campaign setup accuracy: **>95%**

- Shadowing completion: **100%**
- Client feedback score: **>4.5/5**
- Error reduction: **>90%**

- QA pass rate: **>95%**
- SLA adherence: **>98%**
- Client sign-off: **100%**

Onboarding Plan: Transition to Scale & efficiency (60-360 Days)



Steady State

Phase 1

Day 60 - 180

- **Support Excellence** – Strengthen support teams with dedicated QA & SMEs to drive performance consistency.
- **Technical Support Expansion** – Establish dedicated leads for campaign troubleshooting and advanced optimization.
- **Operational Excellence** – Implement transparent workflows with clear process ownership.
- **Governance & Performance Monitoring** – Conduct weekly reviews and dashboard tracking for proactive issue resolution.



Continuous Improvement

Phase 2

Day 180 - 270

- **Process Efficiencies** – Identify time-consuming manual tasks and optimize them for faster execution.
- **System Efficiencies** – Enhance product functionalities, streamline reporting & analytics tools.
- **Knowledge Enhancement** – Promote cross-skilling across teams, increasing versatility and reducing dependencies.
- **AI-Driven Optimization** – Implement automated recommendations for campaign bidding, audience targeting, and pacing.



Operational Efficiency

Phase 3

Day 270 - 360

- **Quick Fix Automation** – Implement small-scale automation for repetitive tasks, reducing resource dependency.
- **Long-Term Automation Strategy** – Discover and deploy advanced automation for complex workflows and campaign execution.
- **Non-Linear Growth Approach** – Scale operations without proportionally increasing FTEs through AI and machine learning solutions.
- **Cost Efficiency Tracking** – Maintain an operating cost between 5-6% of total ad revenue through automation and efficiency gains.

Success metrics

- Governance reviews: **100%**
- SLA compliance: **>98%**
- Client satisfaction: **>4.5/5**
- Process automation: **>75%**
- Manual execution time reduced: **>40%**
- AI-driven optimizations: **>85%**
- Cost maintained at **5-6%** of ad revenue
- Campaign growth: **2X**
- Automation-driven cost savings: **>30%**

Customer Proof Point - 1

Enabling CPGs & Food Chains To Effectively Manage Their Shopper Budget Spend – Global Rider / Delivery App

Client:

Our client is a leading global technology platform revolutionizing urban mobility and food delivery. Operating in numerous cities worldwide, the company connects consumers with a vast network of transportation and delivery options through its user-friendly mobile app.

The Challenge:

Disparate client teams were working on ad tech implementation and scaling operation function without strategic coordination. They required a single partner with deep expertise in advertising technology, operations and book to bill systems to act as a **Global Service Layer**

The Solution:

Ad-Stack Solutioning	Managed Services [Revops]	Business Systems
<p>Ad Server Integration: Implemented GAM (for managing robust product set).</p> <p>Customized Migration Plan: Tailor made to ensure a seamless transition of campaigns with 100% accuracy.</p> <p>Dedicated Support Team: Assembled a specialized team of ad technology experts to oversee and execute.</p> <p>Solution Engineering: Support enabled for ongoing product issues, launches and campaign maintenance.</p>	<p>Global Operations Team: Accelerated revenue from \$200 Million to \$1 Billion.</p> <p>Follow the sun (24/7): Support enabled for seamless on time campaign launches.</p> <p>Cross Trained Resources: RevOps CreativeOps AdOps MeasurementOps SalesOps</p> <p>Upsell / Cross sell: Dedicated tiger team focusing on incremental revenue and ROAS</p>	<p>Book to Bill Platform: Streamlined and implemented system for seamless campaign execution from planning to order to invoicing;</p> <ul style="list-style-type: none">• Leads Management - Salesforce• Order management - Placements.io• Ticketing - JIRA• Reporting - Tableau• Contracting - DocuSign• Process Automation - RPA



Unified Technology Stack Implementation



10k+ Creatives trafficked



\$1BN+ Campaign budget handled



**10x Return on Ad Spend
30% Revenue increase via upsells**



24% Increase in productivity



100% Coverage across time zones



80% Repetitive tasks automated



30% efficiency gain

Customer Proof Point - 2

Enabling CPGs & Consumer Electronics To Effectively Manage Their Shopper Budget Spend – Global Retailer

Client:

A prominent global retail leader, known for its extensive network of stores and a diverse product range, including groceries, electronics, and household goods. With a strong e-commerce presence, they are a key player in the retail industry.

The Challenge:

A client recognized the need to enhance its advertising capabilities by moving away from a traditional agency partnership model. This transition required the establishment of a robust, in-house ad server to allow brands and sellers to easily manage their campaigns. The client also required a dedicated operations team to effectively support this new framework.

The Solution:

Ad-Stack Implementation & Migration	Managed Services [Revops]	Self Services
<p>Campaign Migration: Owned the complete implementation and migration of existing campaigns to client's DSP.</p> <p>Data Integration: Seamless integration of existing campaign data into the DSP, ensuring continuity and accuracy.</p>	<p>Dedicated Team: Formed to provide managed services, offering continuous support to brands and sellers during and after the migration process.</p> <p>Campaign Optimization: Continuous monitoring and optimization of campaigns to enhance performance and ROI.</p>	<p>API Connection Support: Assistance with API integrations for brands needing to connect their systems with the DSP, ensuring seamless data transfer and campaign management.</p> <p>Self-Serve Support for Brands: Ticketing and chat support for brands, allowing them to address all campaign management issues.</p>



98% Campaign Migration Success Rate



\$400MN Active campaigns moved without issues



5k+ Creatives trafficked



**10x Return on Ad Spend
25% Revenue increase via upsells**



98% API Resolution Rate



98% CSAT on Self Serve support



20% Increase in productivity



25% efficiency gain

Rate Card

Role	Key Value Proposition / Skill set	Offshore (India)	Onshore (Dallas)
Media Planner	Develops data-backed media strategies to optimize ad spend and ensure maximum campaign reach.	\$2,750	\$8,250
Media Buying & Campaign Management	Executes media buys, ensures seamless campaign execution, and optimizes ROI in real-time.	\$2,500	\$7,500
Data Specialist	Manages data integration, processes large datasets, and ensures accuracy for business intelligence.	\$4,000	\$12,000
Reporting Specialist	Generates automated reports and dashboards to provide actionable insights for decision-making.	\$3000	\$9,000
Data & Insights Specialist	Analyzes audience trends and campaign performance to refine marketing strategies.	\$5,500	\$14,000
Creative Designer	Develops high-quality visual assets aligned with brand guidelines and campaign objectives.	\$3,000	\$9,000
Billing Analyst	Ensures accurate invoicing, financial tracking, and media spend reconciliation.	\$2,800	\$8,500



Thank you

Q & A



Appendix

Pilot Phase

30 Days

60 Days

90 Days

Total Campaigns: **1000** | Brands: **90** | Budget Handled: **~ \$25M**

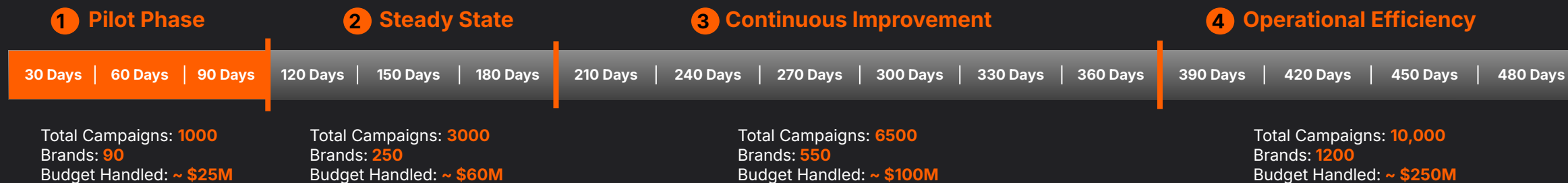
Pilot Kick Off - Team Onboarding

- Scope - Campaign Setup, Creative QA, Optimization etc.
- SOP Finalization
- Hiring the core team
- Credential Set up

Training & Go-Live

- Train the trainer
- Assessment & Sample use cases
- Go-live from simple to complex cases

Engagement beyond Pilot Phase - Scale & Efficiency



Maintaining Operating cost at **5% to 6%** against the total Ad Revenue

Pilot Phase	Steady State	Continuous Improvement	Operational Efficiency
Pilot Kick Off - Team Onboarding <ul style="list-style-type: none">Scope - Campaign Setup, Creative QA, Optimization etc.SOP FinalizationHiring the core teamCredential Set up Training & Go-Live <ul style="list-style-type: none">Train the trainerAssessment & Sample use casesGo-live from simple to complex cases	Support Excellence <ul style="list-style-type: none">Strengthening support with dedicated QA and SMEsDriving technical support through dedicated leads Operational Excellence <ul style="list-style-type: none">Transparent & efficient operationsWeekly reviews and performance dashboard	Process Efficiencies: <ul style="list-style-type: none">Identifying time-consuming tasks for optimization System Efficiencies: <ul style="list-style-type: none">Drive product enhancements and efficiencies Knowledge enhancement: <ul style="list-style-type: none">Enhance skills of analysts and promote cross-skilling across tasks & functions	Quick Fix Automation - <ul style="list-style-type: none">Identify & improve efficiency per resource with quick fix automation. Planned Long term automation <ul style="list-style-type: none">Discover and drive automation for complex workflows Non Linear Growth <ul style="list-style-type: none">Do more with less FTEs. Focus on driving automation