



BUSINESS CASE

Ads Operations & Account Manager - Cabify Ads

I. Introduction

Thank you for your interest in the **Ads Ops & Account Manager** position at **Cabify Ads**. This case study is a critical step in our hiring process, designed to evaluate your ability to lead the entire value chain following a commercial sale. We are looking for a professional who can act as the backbone of **Revenue Operations**, ensuring that every campaign—whether digital (In-App) or physical (In-Car)—is flawlessly activated, optimized, and reconciled.

II. Role Context: Cabify Ads

Cabify Ads is a high-growth division providing advertising solutions that connect brands with audiences during key mobility moments. Our unique inventory includes:

- **Digital Solutions (In-app):** Leveraging technology and first-party data for formats like *Journey Ads*.
- **Offline Solutions (In-car):** High-visibility physical formats such as vinyls and headrests.

Operating across **Spain and five Latin American countries**, Cabify Ads requires a seamless transition from sales to real revenue. As an **Ads Ops & Account Manager**, you will be the central node between Sales, Data, Finance, Operations, Product and Tech. You will not only manage the technical "Traffic" and logistics of campaigns but also lead with the Product Role the development of our advertising formats and manage high-impact relationships with key partners and AdTech providers.

III. Purpose of the Case

This exercise assesses your strategic, technical, and operational proficiency in the key areas defined for this role:

- **Full-Cycle Campaign Operation:** Your ability to configure digital traffic, coordinate offline logistics, and oversee the **Order-to-Cash** flow.
- **Revenue Operations & Scalability:** Your capacity to design and implement standardized workflows that allow Cabify Ads to grow orderly across 6 countries with InApp and InCar solutions.

- **Key Account & Project Management:** Your skill in leading technical relationships with large partners and ensuring the successful execution of internal strategic projects.
- **AdTech Strategy & Inventory Optimization:** Your expertise in negotiating with operations & technology providers and supervising inventory quality to maximize **fill rates**.

IV. Case Questions

Mandatory Section: Strategic & Operational Deep Dive

This section is **mandatory**. It evaluates your "End-to-End" mindset, technical proficiency, and ability to design scalable revenue operations.

Question 1: Operational Excellence & Industrialization (The Madrid Challenge)

To achieve our growth targets, we must industrialize our **In-Car inventory** operations. Imagine you are designing a vinyl branding operation in Madrid with a capacity of **1,000 cars per week**.

- **Operational Design:** How would you structure this operation from scratch to ensure execution without disrupting the driver's journey?
- **Resource Allocation:** What specific resources (technology, logistics, physical spaces) would you require?
- **Economics & Pricing:** * Estimate the cost per vinyl installation (materials and labor).
 - What is the **minimum selling price** to guarantee a **40% margin over cost**?
- **Roles & Responsibilities:** Define the RACI matrix for this operation between Ads Ops, Fleet, and Finance.
- **Risk Management:** Identify the top 3 operational risks and your specific mitigation plans.

Question 2: Inventory Positioning & Market Opportunities (2026 Vision)

- **Competitive Benchmark:** Based on public information, how do you evaluate 'Cabify Ads' inventory compared to major competitors in Retail Media or Mobility Ads?
- **2026 Roadmap:** What specific market "gaps" have you identified?
- **Concrete Proposals:** Propose two initiatives or new ad formats for **2026** that leverage Cabify's first-party data to increase market share. Why?
- **Impact:** How would you measure the success of these initiatives and what systems would you implement to measure it?

Question 3: Strategic Partnership & Long-Term Account Management

We have secured a long-term partnership with "**Seguros SA**" for brand positioning and product consideration across all markets through an **exclusive** agreement.

- **Relationship Model:** Design the touchpoints (SteerCos, weekly ops, monthly QBRs) and stakeholders involved.
 - **Success Metrics:** Beyond CTRs, what metrics would be the "North Star" for this partnership to prove long-term value?
 - **Attribution & Measurement Challenge:** Given that Seguros SA seeks consideration, how would you propose measuring the impact of offline assets (vinyls) on online conversions (insurance sign-ups)?
 - **Strategic Roadmap:** Outline the main workstreams for a 2-year alliance (H1 to H4).
 - **Project Risks:** What are the primary risks of a long-term exclusivity deal and how would you manage them?
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V. Instructions

- **Completion:** Answer the **Mandatory Section** (all 3 questions).
- **Format:** Maximum of **15–20 slides** (PPT or PDF).
- **Expectation:** We value an "End-to-End" mindset. Your ability to translate data into business decisions is essential.
- **Deadline:** 5 days from receipt.