

# The Ad Forecaster Boosts Media Buying Platforms with Effective Availability Predictions

The Ad Forecaster brings trust and reliability to a major media buying platform, bolstering advertisers' ad spend with accurate ad availability predictions.

## THE CHALLENGE

On its quest to a more open and accountable media transaction process, an established Demand Side Platform processing billions of transactions per minute in over 50 countries, wanted to offer advertisers the most actionable media buying platform possible.

They quickly realized that many of their advertisers ended up not spending their budgets because they were not sure about where or how they should be spending it. Furthermore, they did not have access to accurate ad inventory availability forecasting, thus facing higher operational costs as they had to work in a day-by-day approach to media spend.

## THE SOLUTION

To overcome this situation, our client had to carefully evaluate a solution that would not only answer their immediate need but also prove to be scalable and performant in an highly demanding environment.

The Ad Forecaster proved to be a perfect fit for their demands thanks to its ability to accurately predict future ad impression traffic levels and campaign inventory availability using an unlimited number of targeting variables, including geography, keywords, key-values, cookies and multiple frequency capping groups at banner, booking, line item or campaign level.

## THE RESULTS

The adoption of the ShiftForward Ad Forecaster quickly turned into results:



### ACCOUNTABILITY

The client's use of the Ad Forecaster reflects an undeniable reinforcement of the company's promise to deliver the most effective omnichannel media buying.



### MARKET REACH

The Ad Forecaster helped broaden the client's potential market reach, since they can now tend to advertisers in need for a solution that reassures their ad planning, due to either tight budgets or too many variables overlapping.



### SCALE-PROOFED

Even in a context of trillions of ad opportunities available every month, the Ad Forecaster proved to have an exceptional performance, repeatedly allowing to trustworthy forecasts.