

How AI Is Making Ad Ops Teams More Strategic—and Media Businesses More Profitable

**Four ways new technology is helping
media companies improve performance**

Introduction

Artificial intelligence (AI) is driving a revolution in the global advertising and publishing industries. Some leaders, like Mark Reid, the chief executive of agency holding company WPP, are even calling it “fundamental” to the future of any media business. For years, most of us have been using AI technologies and benefiting from machine learning, a subset of AI. Now it is time that Ad Ops—which is constantly challenged to “make the greatest possible impact on a daily basis”—got in on the action.

That's why Ad Ops is poised to reap tremendous benefits from the automations and optimizations made possible through AI. These teams can leverage AI to increase efficiency in workflows and maximize the potential of every campaign budget, while identifying opportunities to reduce costs and drive higher ROI.

Tasked with delivering on their organizations' ad commitments, the Ad Ops function is essential but has grown increasingly difficult to manage. “Technology has significantly impacted ad operations,” explains Kavita Shenoy, founder of software company Voiro. “Ad stacks are elaborate and

complex—often with multiple or custom ad servers, multiple programmatic partners, data partners, and more.” The significant campaign volume that must be managed means that growth and profitability are only truly possible with the help of technology.

As complexities mount in advertising, technologies have evolved to meet new challenges, to the benefit of publishers. By automating complex tasks, streamlining processes, and unlocking once-impossible efficiencies, AI can help publishers achieve more with less.

At Boostr, we have front-row seats to how the world's most successful media companies are leveraging technology to stay competitive. In the pages that follow, you'll find the top four ways these teams are already leveraging AI to become more strategic and capture new revenue opportunities.

—The Boostr Team



#1: Put busywork on autopilot

"There are certain 'dirty jobs' that human beings don't like doing," Jason White, co-founder of Jiffy.ai, told [AdExchanger](#). Whether it is data input, campaign setup, or tagging, Ad Ops was once bogged down by repetitive tasks that weren't just boring—they also opened up the possibility for human error.

AI can automate workflows that can eat up hours, freeing up time to focus on the tasks that support innovation. Some CRMs are

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even auto-capturing content details for prospects and clients—and auto-updating as necessary. That's the power of AI. When Ad Ops teams are liberated from menial work, companies also see a boost in retention and job satisfaction, further increasing bottom lines and the overall efficacy of Ad Ops efforts.

Automation has become a critical tool to help publishers boost efficiency and accuracy, [writes Jay Kulkarni in Marketing Technology Insights](#). "AI frees up a lot of time for teams executing ... ad monetization strategies, providing them with more bandwidth to have more strategic conversations with partners that can center around other areas for partnership enrichment and business growth, such as new ad formats, audience targeting strategies and enhanced product offerings," he writes. "In the same vein, ad ops and client service teams will have more bandwidth to increase strategic insights and drive incremental investment from existing client accounts. All of this ultimately leads to happier, more loyal clients that stay for the long haul."



#2: Campaign optimization

Campaign optimization, traditionally a crucial but heavily manual function of any Ad Ops team, has the potential to drive more expansive, long-lasting client relationships. But the old way of doing things doesn't always set teams up for success. Ad Ops frequently works on parallel campaigns across platforms with significant data fragmentation, which means they often miss key pieces of information that could be used for optimization.

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AI can do what no human working in Ad Ops can—monitor performance data 24/7 and tweak as needed to improve campaign performance. AI can handily optimize basic settings, budget allocations, bids, and targeting while simultaneously managing smaller (but important!) tasks such as mapping agency media plans to a publisher's internal OMS.

By multiplying optimizations and staying attuned to performance changes, AI can dramatically reduce cost per acquisition and improve conversion rates. The technology's speed, depth, and capabilities help advertisers earn more value from investments than traditional manual optimization. Those returns impact budgets and, in turn, benefit publishers.

This doesn't all happen behind the scenes, however. AI can deliver real-time insights to Ad Ops teams, that enable them to make smart, data-driven decisions and adjust campaigns as needed. This doesn't just improve performance; it empowers and educates team members while creating a better client experience.



#3: A crystal ball

Predictive analytics has become an industry buzzword, but AI has finally reached a point where it is helping Ad Ops teams deliver on the promise of this new technology. Predictive analytics fine-tunes targeting, leveraging data to build predictive models based on psychographic and demographic factors. “The enormous amount of both real-time and historical data available about consumer behavior means that marketers are using predictive technology to anticipate customer needs instead of just responding to them,” [data scientist HanSheng Chiu wrote recently in The Drum](#).

It can also facilitate Ad Ops’ strategic planning by generating useful reports such as customer lifetime value predictions, which can guide budget allocation and maximize bundling and cross-selling possibilities—ultimately creating sustainable long-term growth. After all, it is cheaper to grow business with existing customers than to acquire new ones. (Learn more about the importance of net revenue retention, or NRR, [here](#).)

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“Analyzing data in order to forecast future behavior and events is a classic example of data-driven decision-making in business,” writes Mary K. Pratt in [Tech Target](#). “Using predictive analytics removes doubt, guesswork, and intuition—and the corresponding inaccuracies that go with those—by identifying for executives the most probable outcomes.”

Actionable predictions generated through AI are already helping top players in retail, healthcare, finance, hospitality, and other industries create future-proof strategies that serve their big goals.



#4: Fraud detection

Publishers increasingly grapple with ad fraud, leading to mounting losses across the industry. The estimated global cost of ad fraud is a staggeringly high \$65 billion—more than the entire amount spent on linear TV advertising in the US. “It’s a massive problem, especially as the industry navigates a recessionary period in which every ad dollar is scrutinized,” Kayla Caticchio writes in The Drum. “Spend lost to ad fraud is money down the drain.”

Today, ad fraud is increasingly sophisticated, with methods that go beyond simple bots. “Click injection,” for example, can steal credit for app installs, while ad stacking falsely generates impressions for multiple ads. Another tactic called “geo masking” misrepresents low-quality traffic as high quality and in line with targeting parameters. All of this bad behavior undermines the value publishers offer their advertisers and the trust that is necessary to build business.

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Since Ad Ops is responsible for ensuring booked business performs well—and soundly—teams can use AI to reverse the tide on ad fraud. Traditionally, ad fraud detection leaned on human-defined rules and monitoring. Now, AI can adapt and advance from a set of fixed rules, using ML to evolve alongside ad fraud techniques to flag potential issues and provide verifiable quality assurance to advertisers. With AI, publishers can protect their reputations while generating revenue.



Putting AI to work for you

AI is advancing every industry. For Ad Ops teams, it's a matter of when, not if, they will integrate this technology to remain competitive in an increasingly saturated market. With the market size growing by more than \$105 billion between 2021 and 2026, competition demands innovation from legacy publishers and newcomers alike.

"Given increased computational power, larger data sets, better algorithms, transfer-learning, and pre-trained models, the incorporation of these technologies is now not only viable, but necessary," Matt Fitz-Henry, Head of Technology at digital marketing studio Amp Agency told Ad Age. "Whether it's advertising, content development, product or service recommendations, data analysis and analytics insights, or even process automation, we are seeing technology augmentation becoming necessary in order to address the issues of required scale." He also noted that in a competitive environment, delivering hyper-targeted and personalized content is all the more impactful.

For publishers interested in further integrating AI into Ad Ops and beyond, the process can seem overwhelming. While digital transformation is a major project, assessing needs in various business areas and identifying concrete problems to solve are great jumping-off points. The ensuing search for solutions may include trial projects to help leaders avoid taking on too much, too soon.

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In the search for Ad Ops solutions, ease of use and out-of-box configuration are critical to adoption, taking teams from bogged-down to strategic in a matter of months instead of years. Additionally, publishers can make innovations sustainable by minimizing the number of new softwares and platforms—which can create silos—and instead choosing Ad Ops partners that unify their data for greater visibility during times of change (and well beyond).

AI in Action

BrightLine has pioneered solutions for over-the-top (OTT), connected TV, and smart TV advertising, leading the industry in personalized, interactive CTV advertising. Yet, in an increasingly complex landscape, BrightLine faced challenges in harnessing data insights to understand—and ultimately, to close—the gap between media booked and media delivered.

“We had been just booking something and hoping for the best,” said Victoria Dever Pisarri, VP of Client Operations at BrightLine.

The company decided to use Boost, an AI-powered OMS and CRM, to gain visibility into its pipeline and get ahead of underdelivery. Boost provides Brightline's Ad Ops team with real-time visibility into pacing, and uses advanced predictive analytics to anticipate potential underdelivery, flagging it to the Ad Ops team before it becomes a problem.

“Boost has certainly improved our ability to achieve our goal of 95% or above on delivery of bookings,” Dever Pisarri said. “I don't think our business could be at the volume it is—and could be functioning at the volume we're seeing now—without Boost.”

BrightLine is also leveraging Boost's AI to deepen client relationships, enabling sellers to become more consultative and proactively manage campaigns. With Boost, Brightline is able to perform robust, AI-driven analytics to uncover trends by category, partner, and ad format, enabling more strategic campaign planning.



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Victoria Dever Pisarri
VP of Client Operations, BrightLine



About Boostr

Boostr is the most comprehensive and accurate digital transformation technology for managing advertising sales and delivery in the media industry. Boostr offers CRM, OMS, and automated RFP response technologies designed by media professionals to sell more plans at higher margins, delivering peak performance. Boostr clients include Macy's, Lowes, Westwood One, Dish, BuzzFeed, and more. [Contact us for a demo today.](#)

Want to find out how Boostr can help accelerate your digital transformation? Drop us a line [here](#).

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