

Traffic Monetization Platform Case Study

A leading traffic monetization platform for affiliates, publishers, and advertising networks, sought to improve the effectiveness of their marketing campaigns.



Industry	Publishing and Advertising
Engagement Type	Product development
Team size	Senior Project Manager, AI Expert, Senior Data Scientist
Engagement duration	15 weeks

The Need

The company, which acts as a middleman for advertisers and publishers, wanted to increase their campaign output, and as a result, their revenue. As they previously relied on a manual process for promoting high-performing campaigns, scalability wasn't possible, and the client was susceptible to market changes.

The Solution

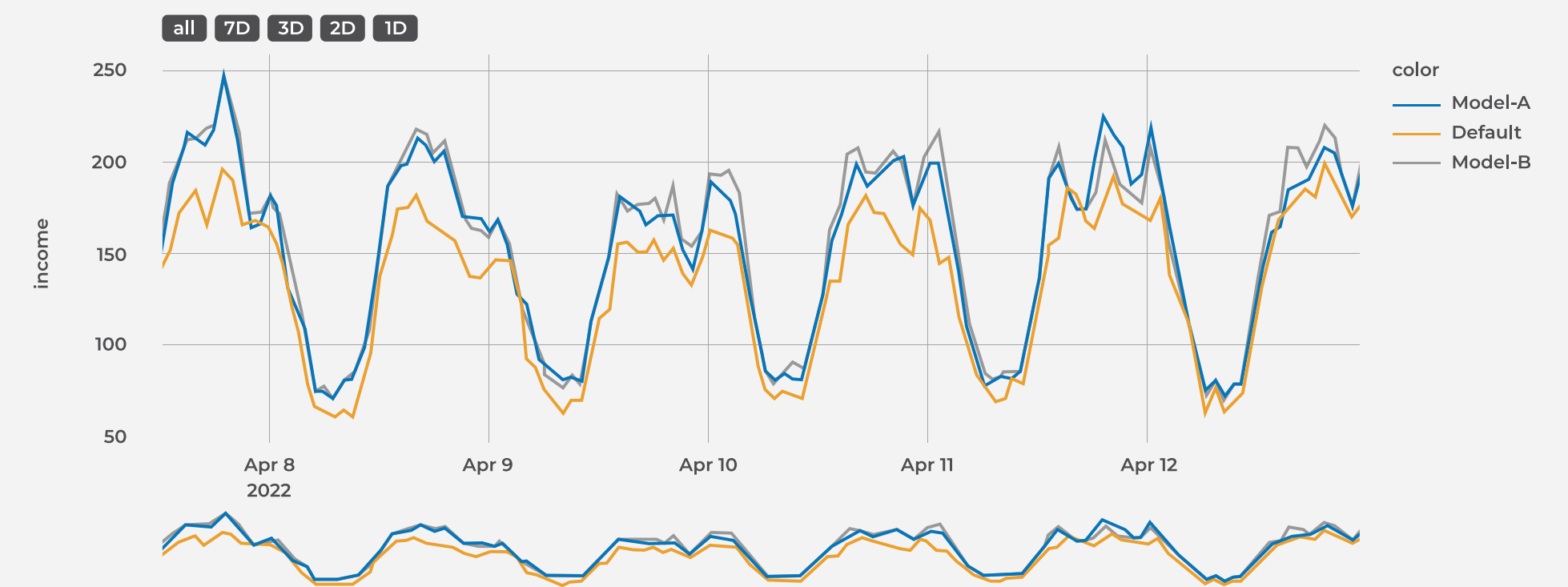
After carefully analyzing the business case and the problem at hand, the Maestral team chose an AI approach of the reinforcement learning type. Several state-of-the-art models have been implemented and benchmarked for performance, efficiency and increase in revenue. A highly reliable MVP solution was developed that invokes real-time decisions, while handling a large number of requests with minimal latency.

The Results

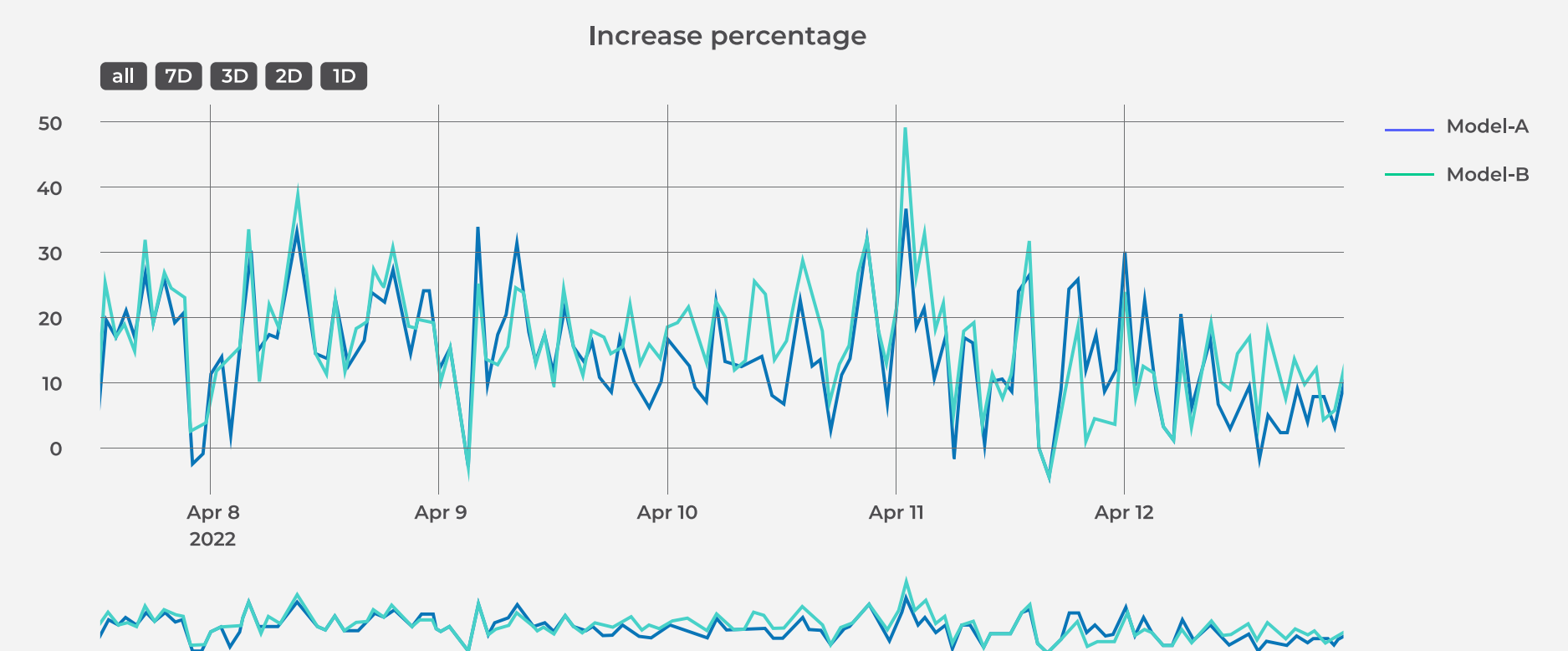
In the period of 15 weeks the client improved their market competitiveness and increased the revenue on average by 30%. The graphs on the side show performance of the two AI models as compared to the referenced default system employed thus far. Maestral team managed to build a powerful solution with features that include:

- Handling over a billion requests per day
- Response time 1 millisecond
- Reliable platform that uses past knowledge to adapt and make real-time decisions

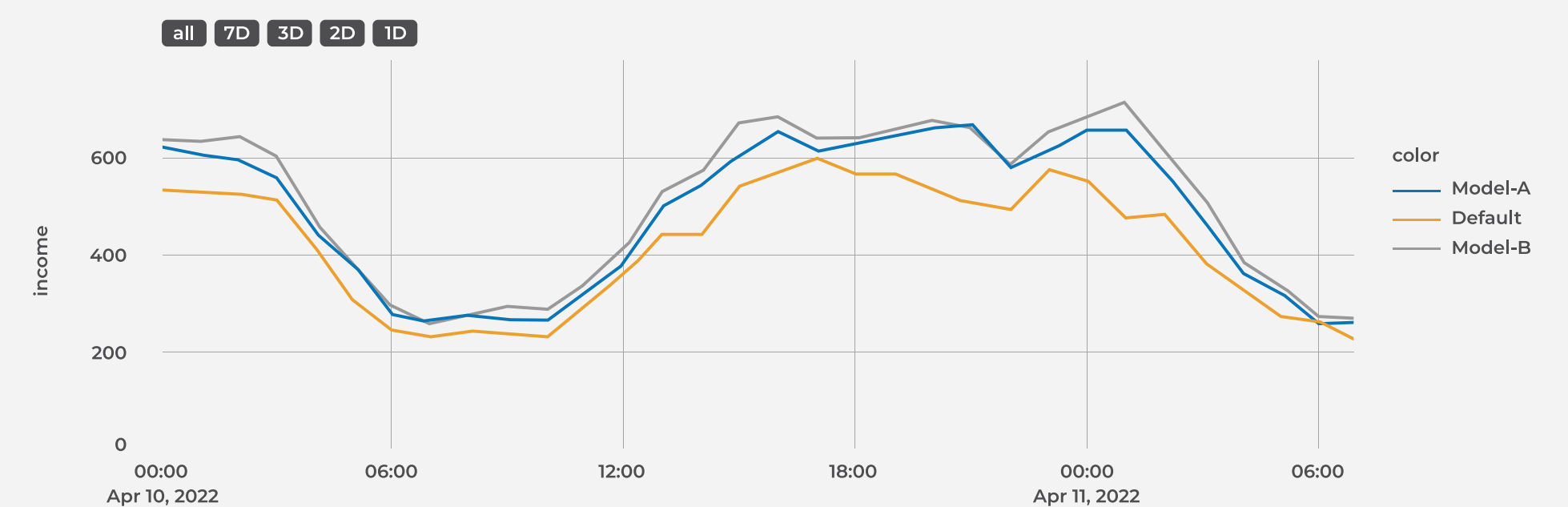
30% revenue increase



Graph 1: Hourly performance of two AI models (A and B) relative to the existing system, in terms of revenue, over a period of 6 days



Graph 2: Hourly increase percentage of two AI models (A and B) relative to the existing system, in terms of revenue, over a period of 6 days



Graph 3: Hourly performance of two AI models (A and B) relative to the existing system, in terms of revenue, over a period of 30 hours