

## | CASE STUDY |

# Top Native ad platform, reaps the benefits of switching to 51Degrees

## MARKET LEADING NATIVE AD PLATFORM

Adyoulike are a top 3 Native ad platform company providing advertisers with a rich and broad inventory of quality native integration on rich media websites. Working with many big majors in Europe they also offer an SSP service to publishers who want to monetise their inventory in the programmatic market.

They have ambitious plans; sitting currently in the top 3 in the European market, they have their eye on achieving similar success in the US market with a view to be the leading worldwide solution on the market.

### ADYOULIKE USES 51DEGREES TO...



... create precise contextual targeting



... whether on mobile ...



... or other viewing methods

## ADYOULIKE SWITCHED TO 51DEGREES

Adyoulike customers expect precise context targeting. Adyoulike's platform identifies attributes such as the browser, OS and whether a device is mobile or not, by using device detection. Sitting at the heart of the system, it is vital the device intelligence is accurate to make campaigns a success.

Previously using an alternative device detection solution; Adyoulike had found there were some deficiencies with performance, breadth of devices and the quality of the dataset. So, with a re-evaluation of the device detection options available, 51Degrees was chosen. Positive performance results were seen straight away.

## PERFORMANCE IMPROVEMENTS STRAIGHT AWAY

Operational benefits for Adyoulike were immediately felt as the latency was far lower and had greater clarity of results.

The incumbent solutions accuracy was poor because incorrect results or false positives couldn't be identified. Inconsistent responses resulted from the use of regular expressions (regex). Since implementing 51Degrees false positives can be identified improving accuracy, consistency and product performance.

*It's a "No brainer product, just download the update as soon as they arrive and performance is really good. I would like each product to work that way"*

**- Arnaud Briche, CTO Adyoulike**

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## EASE OF IMPLEMENTATION WAS A KEY CONSIDERATION.

51Degrees installation was straightforward, using Java API on Scala. The tech team at Adyoulike found the online library and documentation very clear and easy to follow.

## FUTUREPROOFING

Selecting 51Degrees also gives Adyoulike the comfort of knowing their selected device detection solution is capable of supporting ambitious company growth as well as the growing number of device combinations.

### WHO ELSE IS USING 51DEGREES?

dstillery   eHarmony®  McCANN  Powering mobile advertising 

Questions about 51Degrees? Contact us.

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