

| CASE STUDY |

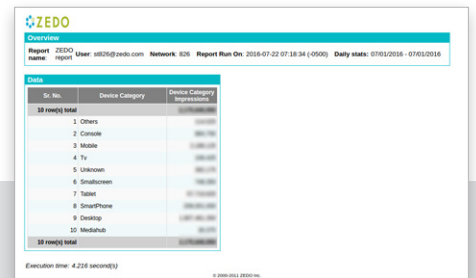
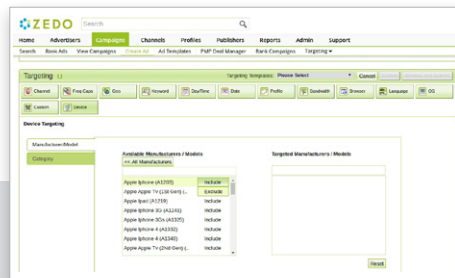
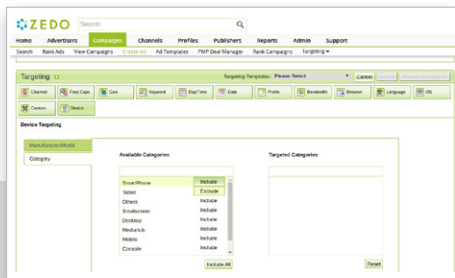
ZEDO reaps the benefits of device tailored advertising

CHALLENGE

Zedo is the world's largest independent ad technology player and is committed to keeping pace with the consumer shift to mobile to enable optimised campaigns for ad buyers across an ever-increasing range of devices. They bought in 51Degrees' device detection services to overcome increasingly onerous in-house categorising through User-Agents, and to be able to accurately report on the bifurcation of inventory across desktop and mobile.

RESULTS:

- Improved media planning for mobile
- Ability to analyse inventory across different platforms
- Optimised campaigns for ad-tech buyers
- Clear data enables informed decision rather than guesses



ZEDO USE 51DEGREES TO ENABLE CATEGORY TARGETING, DEVICE TARGETING, AND FOR DEVICE REPORTING.

"It has given a boost to our analytic and reporting system which helps us to optimise advertising campaigns." **Head of Product and Project, Zedo**



ZEDO'S SUITE INNOVATIVE AD FORMATS CAN NOW BE ACCURATELY AND QUICKLY TARGETED TO TENS OF THOUSANDS OF DEVICES REGARDLESS OF BROWSER, OS, AND PLATFORM.

It was the accuracy of 51Degrees' device data, the updates, and pricing which won over Zedo. Head of Product and Project described the analytics element of 51Degrees' product as helping "to create great insights." Being able to understand the source of inventory, the browser being used or the operating system, plays a big role in campaign performance. It enables informed decisions rather than guesses. Since implementation, Zedo's data clarity has improved, making known the distribution of traffic across all platforms, browsers, IOS and their different properties.

Questions about 51Degrees? Contact us.

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