

Customer Success Story: Direct media buying



Project

AdTech/MadTech developer who has unique audience data would like to add media buying capabilities into existing product, but doesn't want to invest time into building RTB infrastructure.

Problem

- No media buying infrastructure
- High development costs
- Development time losses

Solution

- Use Platform.io Campaigns API to build a custom UI on top of it.
- Set-up audience segments import routine.
- Beta launch in 1 month.

Result

New product running smoothly with no time and money losses.

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