

Case Study

A UNIVERSAL TAG PLATFORM THAT REDUCED CLOUD COSTS BY 50%

OVERVIEW

Mastech InfoTrellis helped a leading global publisher and advertising tech service streamline its tag management in an optimal costing chain. The solution helped create a high degree of reliability while freeing engineers to focus on more critical issues.

AT A GLANCE

CLIENT: A Global Publisher and Advertising Technology Service

GEOGRAPHY: North America

INDUSTRY: Advertising and Technology

SOLUTION OFFERING:
Universal Tag with First Party Data

THE CHALLENGE

The cloud, engineering, and ongoing maintenance costs of its in-house tagging platform were limiting its ability to scale

The client needed to address tag management as a critical component of their value chain to create a high degree of reliability while freeing engineers to focus on more critical issues.

The existing tagging platform was not very efficient, and the team was leery of expensive re-engineering efforts.

THE SOLUTION

Mastech InfoTrellis helped the client deploy the aqfer Universal Tag as its data collection and partner identity synchronization platform. As a result, there was an immediate reduction in tag management costs.

Engineers in the client's organization stayed focused on enterprise priority tasks while running the fastest, most reliable tag on the internet.

They can now stand up integrations with partners in minutes, not days, because their tags are readily accepted by the most stringent and skeptical media providers

HIGHLIGHTS



More than **50%** reduction in costs on tag management



Aqfer Universal Tag now delivers billions of tags per day



The engineers in the team were able to work on priority tasks by effectively managing their time through aqfer Universal Tag



Quicker integration with partners within minutes and not days owing to trusted tags.



THE OUTCOME

Mastech InfoTrellis' solution brought in immediate reduction in costs in tag management. Thanks to tag management falling in place, the engineers were able to focus on priority tasks by effectively managing their time for the same.

The solution improved enterprise performance and helped the stakeholders achieve their goals quicker than before. The aqfer Universal Tag platform now delivers billions of tags per day and is highly accepted by most media providers, which means quicker integration with partners.

"IMPLEMENTING AQFER UNIVERSAL TAG SIGNIFICANTLY IMPROVED OUR ABILITY TO SCALE, ALLOWING US TO BUILD OUR BUSINESS FASTER THAN WHAT WE COULD HAVE ON OUR OWN PLATFORM

-CHIEF TECHNICAL OFFICER