KLIKA

Tech solutions that increase revenue for ad operators

Monetize better, faster, and at a lower cost with an optimized ad management
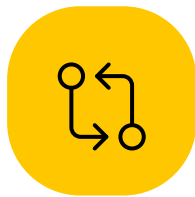
Client Overview

Our client is a digital ad operations company providing tools for publishers to optimize ad space and grow revenue. They offer solutions that help achieve advertising-related revenue goals efficiently and at a lower cost.
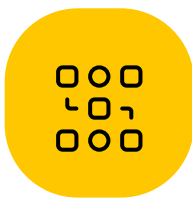
The Challenge

The company sought a major product upgrade to create new opportunities for revenue growth through automation and optimization. Klika was tasked with simplifying their ad tech platform, adding a no-code interface for easier configuration, real-time bidding, cross-platform compatibility, and enhanced data privacy. Additionally, Klika needed to develop a separate automated reporting system, capable of aggregating and transforming data from over 80 programmatic platforms and 200 API connectors, making revenue reports accessible on-demand.
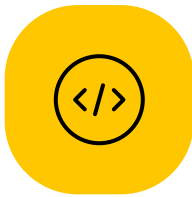
Klika's Solution

We started by analyzing the existing software and working with the client to modify and enhance the platform. Key improvements included:

Developing algorithms to optimize inventory management and maximize revenue.

Simplifying the ad tech code manager with a no-code interface for easy ad configuration.

Creating a flexible automated reporting system that integrates with multiple data sources.

Our UX/UI team also ensured the user experience was seamless and aligned with the client's branding.

Results

The updated ad tech platform became a game-changer for both large publishers and smaller ad operators. It significantly improved campaign and revenue management while reducing costs. The reporting system further boosted client loyalty, providing clear insights and supporting growth for both publishers and advertisers.

Technology Stack

Node js	Express.js	Python3	MySQL	Prebid.js
Vue.js	Socket.IO	Plotly.js	Python	Flask
Selenium	Postgres	Redis	AWS	Figma