

ReklamStore Increases Its Customer Base at the Speed of Light

How GeoEdge helped ReklamStore increase its AdOps efficiency by more than 1,400%

In A Nutshell

Long-standing Turkish ad platform ReklamStore launched its DSP service in 2018. Its strengths include its capacity to service advertisers of all sizes and price points, in many formats and across devices.

ReklamStore quickly found that its in-house creative approval process, which took as long as a day per campaign, was interfering with upholding their advertiser clients' expectations. GeoEdge's real-time ad quality solution detected and blocked hundreds of instances of malicious activity per day. This trustworthy protection from GeoEdge's solution allowed ReklamStore DSP's team to increase their campaign launching efficiency exponentially – process that once took up to a day, is now completed in seconds. This also enabled ReklamStore DSP to add demand from over 1,000 new advertisers to its platform.

“Before GeoEdge, our ad operations team handled all creative approvals. This caused long waits for our clients, especially when they wanted to run an ad after our office hours. With GeoEdge, we stopped hundreds of malvertising attacks each day, and drastically cut down our creative approval time – in some cases from one day down to mere seconds.”



Sencan Ozen
CEO, ReklamStore

Highlights



ReklamStore
dsp

Since implementing GeoEdge, ReklamStore's DSP has seen:

- + **Growth in customer base** – more than 1,000 new customers joined their network in just a few months.
- + **Reduced vetting by 99.9%** – time-to-go-live was minimized from 24 hours to mere seconds
- + **Increase in customer retention rate**

Founded in Turkey over 10 years ago as an ad network, ReklamStore today operates as an advertising and data management platform servicing both advertisers and publishers. The company's DSP services and self-serve offerings allow businesses to manage their own campaigns in premium, brand-safe environments. ReklamStore opens the door for large and small publishers alike to utilize its services.

ReklamStore works persistently to assure dedicated client support and high-quality media available in its network. In order to uphold its high standards for ad quality, The company historically monitored creatives from all campaigns on its platform, a time-consuming process for its internal ad operations team – especially when an advertiser client wished to start a campaign outside of office hours.

ReklamStore's lengthy approval process on new ad creatives threatened their competitive advantage in delivering quality advertising to audiences at the most appropriate time for a campaign. Moreover, increased demand on their platform heightened the need for a more advanced creative monitoring solution.

“Because campaigns are going live with no delay, our partners' retention rate – including advertisers, media buyers, and affiliates – has increased. In return, this has also increased ReklamStore's revenue. With GeoEdge, we're also able to scale the numbers on our platform – meaning more partners, more campaigns, and more ads.”

Real-Time Blocking for Faster Creative QA

ReklamStore turned to GeoEdge's real-time blocking solution to lighten the QA load on its already-burdened Ad Ops team. ReklamStore implemented real-time blocking in order to ensure their clients' campaigns could launch safely at any time, and to immediately begin reaching their target audiences with no threat to users' security.



GeoEdge quickly allowed ReklamStore to view potentially harmful activity affecting users around the world. This gave ReklamStore a 360-degree view of the campaigns on its platform, blocked malvertising attacks by the hundreds each day, and reduced the overall average time its internal team spent on approving creatives.

ReklamStore's partner retention rate began to increase, and advertiser, media buying, and affiliate partners were all pleased that their campaigns were now going live with no delays. These efficiencies not only helped ReklamStore retain and satisfy partners – it allowed ReklamStore to add over 1,000 new advertising partners, and in turn increase the number of campaigns running on its platform.

“Among ad quality vendors, we preferred GeoEdge for their customizable fraud filters, easy-to-use interface with multiple data points, and exceptional customer support. We would recommend GeoEdge for these features, which saved us a huge amount of time.”

Moving Forward

GeoEdge's technology gave ReklamStore the ability to dramatically reduce the amount of time its team spent rooting out bad ad creatives and onboarding new advertisers. This increase in ad demand grew ReklamStore's overall value in the global market.

ReklamStore DSP found GeoEdge's fraud filters to be highly customizable and easy to use. The ease of use of GeoEdge's dashboard - and the fast and knowledgeable response of GeoEdge customer support - allowed ReklamStore's team to continue onboarding new advertisers and strategizing for the future, without interrupting their own workflow in the process.

“After implementing GeoEdge's real-time blocking tool, I can honestly say that our efficiency increased more than a thousand times over.”

