

## Kimia Reduces Time to Resolve Mobile Ad Quality Issues 70% by Working with GeoEdge



**By integrating with GeoEdge, Kimia has been able to:**

- ✓ Ensure the integrity of their network
- ✓ Enforce mobile ad quality standards
- ✓ Reduce time spent on ad quality monitoring by 70%

### About

Kimia is a premium online advertising network with global reach. Their focus is on bringing together premium publishers and direct advertisers utilizing their proprietary world-class ad serving technology. Their team consists of over 130 employees in offices in Madrid, Barcelona, Mumbai, Singapore & Shanghai.

### Challenge

As Kimia grew and the market became more complex, they knew they could no longer depend on a manual ad quality control process to ensure their partners were compliant. They needed an automatic solution that would continue to grow and adapt to the market. Kimia's goal was to stop problematic ad campaigns before they led to bad user experiences and complaints. They tried a solution from a company reputed



Enrique Nogal,  
IT Manager

“ We are thrilled to work with GeoEdge to ensure a clean and safe ad ecosystem for our partners. Their collaborative and flexible approach gives us peace of mind and confidence moving forward. ”

to be a market leader but found integration difficult, so they continued their search for an automated solution with easy integration – and turned to GeoEdge.

### Solution

Kimia found that GeoEdge provided a complete and easy-to-integrate solution that automates their mobile ad quality monitoring. Once the solution was integrated, Kimia discovered that GeoEdge's ad security and verification alerts help them meet their high ad content quality standards. Their prevalent issues – mobile redirects, latency and autoplay sound – decreased, and they were able to quickly and efficiently resolve any issues that arose.

Through collaboration with GeoEdge they refined their ad quality policies, and they can now ensure the integrity of their network and protect their publishers' reputations.

### Result

Since integrating with GeoEdge, Kimia has gained the mobile ad quality control they needed. Their partners are protected from noncompliant campaigns.

Kimia has also drastically reduced the time it takes to resolve ad quality issues. Previously, it took them as much as 30-60 minutes to identify and fix noncompliant campaigns. Now, bad ad campaigns are controlled and resolved within five minutes – a reduction of up to 70% in time and resources.

Kimia has expanded considerably since starting to work with GeoEdge. They are glad to have a solution that has kept up with their growing business volume.