

Liftable Media Reduces Ad Complaints by 60% Using GeoEdge



Liftable Media Inc.

By using GeoEdge, Liftable has been able to:

- ✓ Decrease offensive, latency-causing ads by 83%
- ✓ Keep users happy & lower ad complaints by 60%
- ✓ Bring in more revenue and improve user experience

About

Liftable Media, Inc. is a top 10 digital publisher consistently ranked among the Top 50 most visited media networks in the U.S., receiving over 150 million pageviews each month. Liftable is a media company that drives positive cultural change through media, truth, and storytelling and is proud to operate some of the world's top conservative news and commentary news sites, in addition to lifestyle sites.

Challenge

Liftable Media began working with programmatic partners and realized how little control they had over the ads that were being served to their monthly 30 million users. With a vocal audience, Liftable was receiving hundreds of messages a day via Facebook and other means of contact, with over 25% of them about the poor or inappropriate quality of their ads. There were many incidents of offensive content or too-large files slowing down the loading of their site/s.

To prevent poor-quality ad campaigns showing up on their sites, Liftable allotted time and resources to a manual QA process. However, the amount of time to QA was limited and the results were not extremely effective. Furthermore, when that Liftable was responding to a complaint about a specific ad campaign, they would do their best to trace the source of the ad and reach out to the programmatic partner responsible. Often, the contacted partner would deny participation and the offending ad campaign would continue.

Liftable knew they needed a better solution and they found out that GeoEdge could resolve all their problems.



Ford Jordan
COO/CFO

“GeoEdge has really helped us get a handle on our programmatic ads and make us feel confident that we are delivering secure, quality ads to our user base.”

Solution

Liftable Media realized that GeoEdge could provide them the capabilities to work with programmatic partners with control and confidence. GeoEdge's real-time anti-malvertising and ad quality management solution automates and regulates the process of ad quality monitoring so Liftable's users are protected from malware, poor quality and inappropriate ads.

With GeoEdge, Liftable can enforce policies that are customized for their user base. Liftable's audience is more conservative, so ads that are offensive to their users might not be to a more general audience. The flexibility of the solution enables Liftable to precisely monitor and prevent non-compliant ads being served to their users. Among others, Liftable also has a personalized policy regarding maximum file size or load time allowed on each of their sites, and GeoEdge enforces these policies to limit site delay and a negative impact on their users' experiences.

In the event of a compliance breach, GeoEdge provides a detailed, instantly shareable report of the source, target, impact, geolocation, in addition to a live capture of the ad. Liftable shares these reports with their programmatic partners to quickly stop problematic campaigns. With the facts laid out by GeoEdge, the programmatic partner no longer denies involvement and is quick to shut down the unwanted campaigns.

Result

By utilizing GeoEdge, Liftable has been able to clean up the ad quality served on their sites and keep their users happy. In fact, the percentage of user complaints has decreased from 25% to less than 10% -- with many of those complaints about seeing ads at all.

Liftable has also improved relationships with all their programmatic partners since they instituted a weekly, seamless process of sharing GeoEdge reports. Now unwanted ad campaigns are blocked; and where Liftable was dealing with at least 150 bad ads a day, that number is down to 25, a decrease of 83%.

By partnering with GeoEdge, Liftable has been able to clean up their inventory and improve user experience, while working with programmatic partners.