

VOX POP

# How Improving AdOps Efficiency Contributes to the Bottom Line



**Rachel Smith**  
Co- Founder & CSO  
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**George Odysseos**  
Chief Commercial Officer  
Planet Sport Group

AdOps is the engine of a publishing business and at the interface of all issues. During this special interview with George Odysseos, Chief Commercial Officer, Planet Sport Group he shares his views on why balancing the user experience, site speed and revenue are paramount for publishers.

Hackers strike in the evenings and weekends, regardless if you are a small, mid tier or large publisher. Everyone wants the problem to go away. In this video George shares why it is so important to find the right tech solutions and how GeoEdge gives him the ability to control and improve the user experience, whilst protecting advertising revenue.



“The biggest compliment I can pay to GeoEdge is that I no longer need to think about it on a daily basis, I sleep easy because I have this security in place.”

**George Odysseos**  
Chief Commercial Officer, Planet Sport Group

**TOP TIPS:**

- ✔ Undertake an RFP and list what your issues are
- ✔ Speak to other publishers to see what they do and share knowledge
- ✔ Employ smart people and smart tech to combat hackers

