



Let's Solve

Case Study

US-based Media Giant boosts
Marketing ROI with LTI's Ad Sales
Audience Prediction and Tracking
Application



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Client

The client, a leading US-based broadcasting and publishing firm, with a market value of \$17 bn plus, creates, acquires and distributes entertainment content to global consumers over diverse platforms. The company owns iconic media brands and has the largest viewership base amongst the US cable networks.

Challenges

- The broadcaster wanted to gain deeper insights into audience viewership patterns, advertisement impressions and sales data, in order to streamline the management of its advertisement deals.
- The company sought a proficient technology partner to develop and support its audience tracking and ad performance prediction software, as well as other related business critical applications.

LTI Solution

LTI implemented an AD Sales Audience Prediction and Tracking (ADAPT) solution for the client, based on technologies including Windows Presentation Foundation (WPF) and LINQ. Key features of the solution include:

- Collation of data from diverse sources including deal management systems and marketing research companies like Nielson to track ad performance
- Separate modules for viewership prediction, deal performance management, analysis and reporting
- **Use of Dev Express, instead of SQL Server Reporting Services (SRSS), to create meaningful, detailed reports**
- Customized security module to contain IT risks
- Extensive testing of software modules to **ensure** superior application performance



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Business Benefits Delivered

- Optimized allocation, management, tracking and maintenance of advertisement airtime, leading to substantial increase in marketing ROI
- Comprehensive tracking of key metrics related to advertisement deal performance
- High application availability and superior user experience owing to round-the-clock, high quality and reliable support services
- Significant improvements in business processes across critical functions like configuration management of database artifacts, boosting overall organizational efficiency

LTI (NSE: LTI, BSE: 540005) is a global technology consulting and digital solutions Company helping more than 300 clients succeed in a converging world. With operations in 27 countries, we go the extra mile for our clients and accelerate their digital transformation with LTI's Mosaic platform enabling their mobile, social, analytics, IoT and cloud journeys. Founded in 1997 as a subsidiary of Larsen & Toubro Limited, our unique heritage gives us unrivaled real-world expertise to solve the most complex challenges of enterprises across all industries. Each day, our team of more than 24,000 LTites enable our clients to improve the effectiveness of their business and technology operations, and deliver value to their customers, employees and shareholders. Find more at www.Ltinfotech.com or follow us at @LTI_Global

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