

# AI-Powered Campaign QA Automation

Scaling Creative and Line-Item QC for a Global  
Consumer Electronics Brand

## At a Glance

### The Strategy



#### AI-Powered QA Automation

Structured rule validation is embedded directly into the QA workflow for creative and line-item review.



#### Self-Serve Rule Authoring

Teams can define validation logic in business terms, and the system uses AI to convert those rules into executable scripts, making updates faster without heavy engineering lift.



#### Scalable Validation Coverage

The solution supports approximately 120 to 150 validation checks across complex campaign QA scenarios within a broader framework of ~250 automated business rules.



#### Operational Focus

Earlier issue detection reduces manual network and allows QA teams to focus on exceptions, judgement-based review, and delivery quality.

### The Gains

**25%**

#### Reduction

in QA workload, equivalent to roughly 8 hours of capacity gained per day.

**~1,050**

#### Hours saved

over the past two quarters.

**13%**

#### QoQ increase

in QA volume handled while improving quality.

**99.6% to  
99.9%**

increase in the quality scores even as throughput scaled.

# The Challenge

A global consumer electronics brand was managing campaign QA at a growing scale, and manual validation was becoming a drag on both speed and consistency. As creative and line-item volumes increased, teams were spending too much time on repetitive checks instead of acting on campaign insights and delivery quality. Three issues became clear:



## Manual QA Load

Creative and line-item QA was time-consuming, repetitive, and difficult to scale as volumes increased.



## Quality Risk at Scale

Manual reviews introduced inconsistency and made it harder to maintain the same standard of quality across high campaign volumes.



## Operational Stress

Skilled QA teams were spending too much time on rule-based checks, increasing rework and limiting capacity for higher-value decisions.

# The Adopted Strategy

Instead of relying on manual QA after campaign setup, the team embedded automated validation directly into the daily QA rhythm.



## Self-Serve AI Validation Framework 01

MediaMint implemented an AI-powered validation framework that allows the team to build and refine QA rules in a self-serve way. QA owners can define validation logic in business language and the system uses AI to convert those rules into executable scripts. This makes the framework easier to maintain and expand as campaign requirements evolve.



## High-Complexity Campaign QA Coverage 02

The tool supports approximately 120 to 150 validation checks across creative and line-item QA, drawing from a broader framework of ~250 automated business rules.

These checks go well beyond basic field validation and can handle more complex campaign QA scenarios, including asset checks, naming conventions, landing pages, trackers, field dependencies, setup logic, pacing and delivery validation, and exception-based rules that typically create a manual QA burden at scale.



## Standardised Global QC Standards 03

The team established unified validation logic for every market. Whether reviewing creative or line-item setups, campaign accuracy is checked against the same core standards to ensure consistency across teams and regions.



## Earlier Detection, Less Rework 04




Because issues are surfaced before deeper manual QA begins, the team can catch errors earlier, reduce avoidable rework, and spend more time on delivery quality and optimization readiness.

# The Results

Metric	Before	After
Daily Campaign QC	32 hours/day	24 hours/day (25% lower)
Monthly Manual Effort	700 hours/month	525 hours/month (175 hours saved monthly)
Capacity Gained	0%	525 hours/quarter (~66 workdays of capacity returned)

## The Impact

Moving to AI-powered QA automation modernized how the team operates, creating a more disciplined and scalable approach to campaign quality control.

 <h3>Higher Throughput</h3> <p>The team can process growing creative and line-item QA volumes without scaling manual effort linearly.</p>	 <h3>Stronger Consistency</h3> <p>Early issue detection and standardized validation logic improve QA accuracy even as campaign complexity increases.</p>	 <h3>Greater Confidence in Delivery Quality</h3> <p>The team can sustain higher throughput with better consistency, reinforcing trust in execution quality as volumes continue to scale.</p>
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### Want to modernize campaign QA at scale?

Connect with the **MediaMint team** to explore how AI-powered QA automation can support your AdOps teams.

