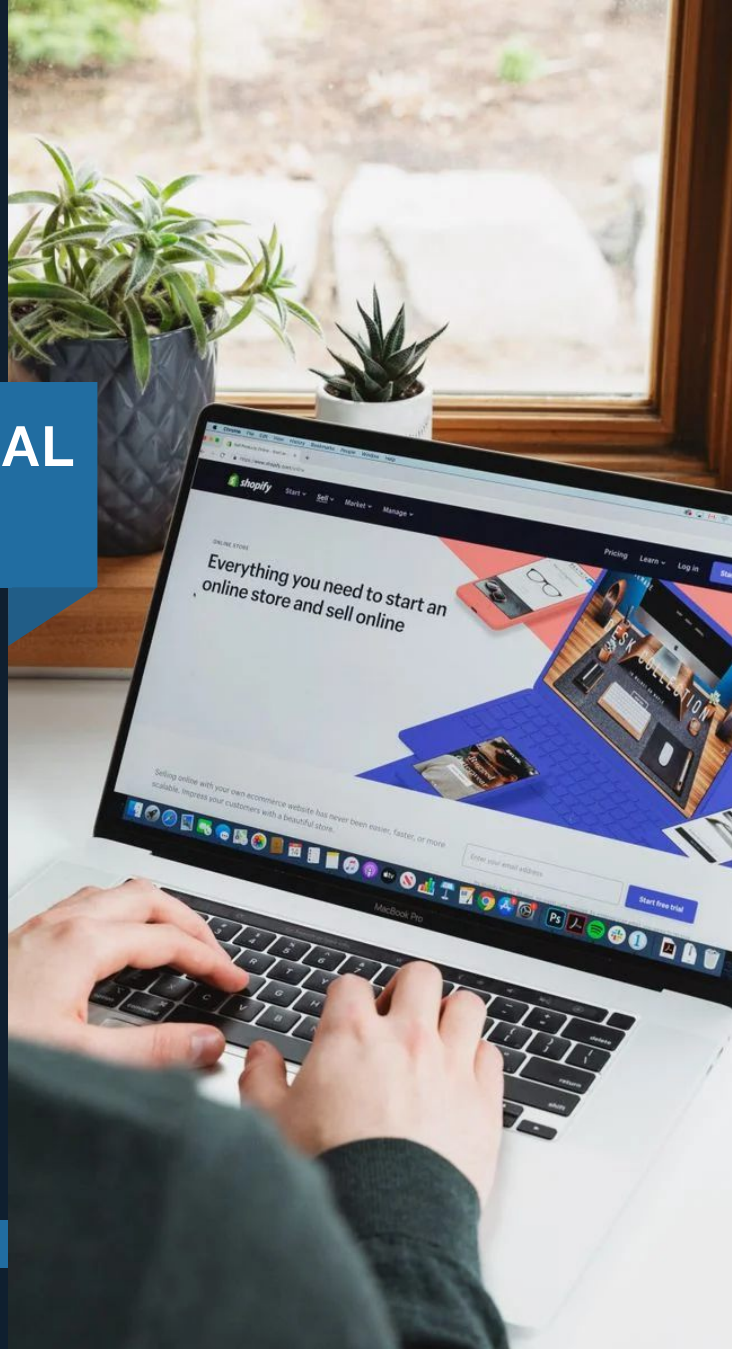




UNLOCKING THE FULL POTENTIAL OF UNSEEN DEMAND

Ensuring Proper Request Structuring to Restore Visibility and Unlock an Estimated \$50K in Recovered Revenue.



BACKGROUND

Publisher requests were missing from the reporting dashboard due to incorrect parameter formatting. Misplaced identifiers prevented accurate mapping, causing the system to drop all incoming traffic.



THE GOAL

TO UNCOVER AND RESOLVE THE CAUSE OF MISSING REQUESTS AND LOST REVENUE.

SUCCESS BY THE NUMBERS



Estimated \$50K
revenue uplift ↑



Precise ID alignment

For publisher solutions...

GET IN TOUCH

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APPROACH

Each ad request must include a properly formatted Placement ID or Group ID for accurate mapping and processing. The Placement ID uniquely identifies an ad placement, while the Group ID represents a set of placements sharing attributes like ad size, device type, or operating system, simplifying management and reporting.

The issue occurred because these identifiers were placed incorrectly in the request payload, preventing system recognition. Correcting the structure and positioning the IDs under their proper objects restored accurate tracking and request visibility.

