International Academy of Science,
Engineering and Technology
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ENHANCING SELF SERVICE AD PLATFORMS WITH HOMEGROWN AD STACKS A CASE STUDY

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ABSTRACT

This case study explores the enhancement of self-service advertising platforms through the integration of homegrown ad stacks, focusing on their implications for efficiency and effectiveness in digital marketing. As businesses increasingly shift toward automated advertising solutions, the need for tailored platforms that align with specific operational requirements has become paramount. The research investigates the development and implementation of proprietary ad stacks, emphasizing their role in streamlining ad creation, targeting, and analytics.

Through qualitative and quantitative analyses, the study evaluates the performance metrics of existing self-service ad platforms compared to those integrated with homegrown solutions. Key findings indicate that custom ad stacks not only improve user experience by offering more intuitive interfaces but also enhance campaign performance through advanced targeting capabilities and real-time analytics. Furthermore, the study highlights the importance of adaptability in the ever-evolving advertising landscape, showcasing how these tailored solutions can better accommodate changing market dynamics and consumer preferences.

The case study presents a roadmap for businesses aiming to implement or upgrade their self-service ad platforms, offering insights into best practices and potential pitfalls. Ultimately, the research underscores the strategic value of homegrown ad stacks in fostering a more agile and responsive advertising ecosystem, positioning businesses to thrive in a competitive digital marketplace.

KEYWORDS: *Self-service advertising, homegrown ad stacks, digital marketing efficiency, campaign performance, user experience, advanced targeting, real-time analytics, tailored solutions, advertising ecosystem, business agility.*