37XDIGITAL CASE STUDY

Streamlining Advertising Operations to Increase Media Revenue

THE ASK

To meet the demands of a rapidly growing client base, Terminus required an AI-powered operational framework capable of managing 500+ programmatic accounts at scale-while maximizing campaign performance, optimizing budget allocation, and driving measurable media revenue growth.

THE STRATEGY

- **Tech Stack Optimization:** Maximized the AI capabilities of platforms like Salesforce and The Trade Desk to enhance operational efficiency, scale optimizations, and drive campaign impact across 500+ programmatic clients.
- **BI-Driven Campaign Management:** Leveraged business intelligence data to monitor campaign performance in real time, refine bid strategies, and optimize pacing for improved budget adherence and media outcomes.
- **Iterative Optimization Framework:** Established a continuous testing process to enhance audience segmentation, creative messaging, and channel selection, ensuring high-spend accounts received tailored strategies for sustained engagement and maximized ROI.
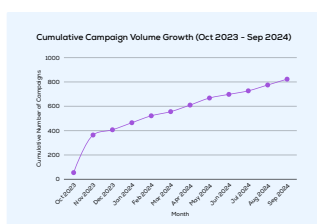
TOOLS USED
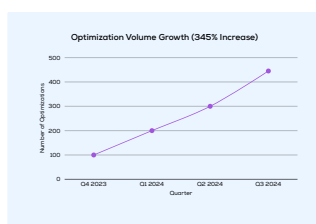

TradeDesk

Power BI

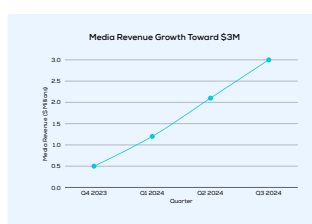Terminus Platform

Salesforce

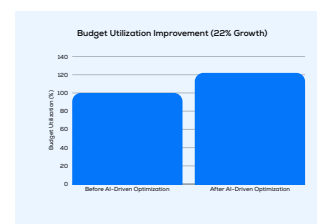## THE RESULTS

2500+ Total # of campaigns managed

345% % Increase in # of campaigns optimized

$3M Increase in media revenue

22% growth in budget utilization

Cumulative Campaign Volume Growth (Oct 2023 – Sep 2024)

Optimization Volume Growth (345% Increase)

Media Revenue Growth Toward $3M

Budget Utilization Improvement (22% Growth)

Data sourced from 37X Digital Quarterly Business Reviews, Q4 2023 - Q3 2024.

EXECUTION PROCESS

Intake & Prioritization

We organized campaign requests from 500+ advertisers, prioritizing high-spend accounts using Salesforce and internal trackers to focus on revenue-driving opportunities.

Tactic Launch & QA

Campaigns were built and launched in The Trade Desk with strict quality checks on audience, creatives, and tracking—achieving 84%+ on-time delivery.

Live Campaign Monitoring

Using Power BI, we monitored live performance to adjust pacing and bids in real time, ensuring campaigns stayed on budget and hit key benchmarks.

Iterative Optimization & Reporting

We applied continuous optimizations to improve performance, scaling actions by 345% and contributing to over $3M in additional media revenue.