

Relevant Search Engine Ads and increasing click performance



Advertising platforms are the chief mechanism for monetizing search engines. These platforms are tasked with continuously managing dual concerns:

- Displaying ads that are relevant to a user's searches
- Displaying ads to users on keywords relevant to the advertisers purchasing the space

The quality of this algorithm-driven management is crucial to a search engine's ultimate success in a brutally competitive market. More relevant ads mean happier users and more valuable clicks.

The maintenance of these crucial platforms, though aided by algorithms, necessitates a large-scale ongoing commitment to quality improvement. **Algorithms are used to measure and rank creatives/landing pages for relevance to user queries, & their judgments must be constantly reviewed and tweaked for quality optimization by a human team.**

Our Services

Our team works to ensure that advertisements displayed through our client's search engine are relevant to user queries. This effort must account for both relevance to user query (does the ad have to do with the search?) and user relevance to Ad/Landing Page (which ads is this user a target for?). These efforts center on systematic honing of machine learning models for accuracy and a carefully orchestrated balance between recall and precision.

Zen3 provisions quality datasets to train and validate the algorithms underlying the ad platform. Our team of 90+ analysts & team leads constantly evaluates data and provides actionable feedback, using our extensive hands-on experience in this space to recommend fine tuning options where appropriate. This crucial feedback is also strategically shared with vendors who purchase ads through the platform.

This service covers a diverse array of Text Ads, Product Ads and Associated Keywords. This Zen3 deployment supports a service volume of over 9000 hours per month. That represents ~1 million monthly queries spread across French, German and English language Markets (Ind, UK ,Can, GB, NZ, AU). The English markets are sampled on a daily basis, with the other markets sampled every other day.

We support the ad platform's value creation on multiple fronts, also working with advertisers to support high impact keyword selection: assistance for advertisers looking for alternative keywords to maximize the value of their ad spend.

Our engagement also supports -



Junk ads detection, broken landing pages and other quality issues



Adult content identification



Market language mismatch ID

Our Client

One of the Top 5 tech companies in the world, recruited Zen3 to work on the advertising platform built around their popular search engine (hundreds of millions of users per month).

Objective

Optimize the processes by which our client's search ad platform analyzes user and advertiser data to match potential customers with relevant sellers for a more impactful marketing spend.

Project Challenges

This project presents a profound management challenge: support ongoing, high-volume human review of advertising data sets while maintaining highly consistent decision-making rules. The dynamic nature of Ads and landing pages necessitates repeat sampling to maintain accuracy. Decision making rules need to remain fair despite a knowledge gap inherent to this problem: our team must intuit the motivation behind a given query to determine its relevance.

Fluid guidelines, including a changing approach to evaluating queries, demand careful attention to ongoing training processes. Meanwhile, 40 hours per week of ad review presents a human management challenge due to the monotony of the work. Filling out the effort with high-productivity personnel (who can maintain about 100 reviews per hour) is essential for meeting rigorous throughput goals. Platform downtime, data issues, and latency problems presented additional throughput challenges.

Best Practices, Solutions and Outcomes

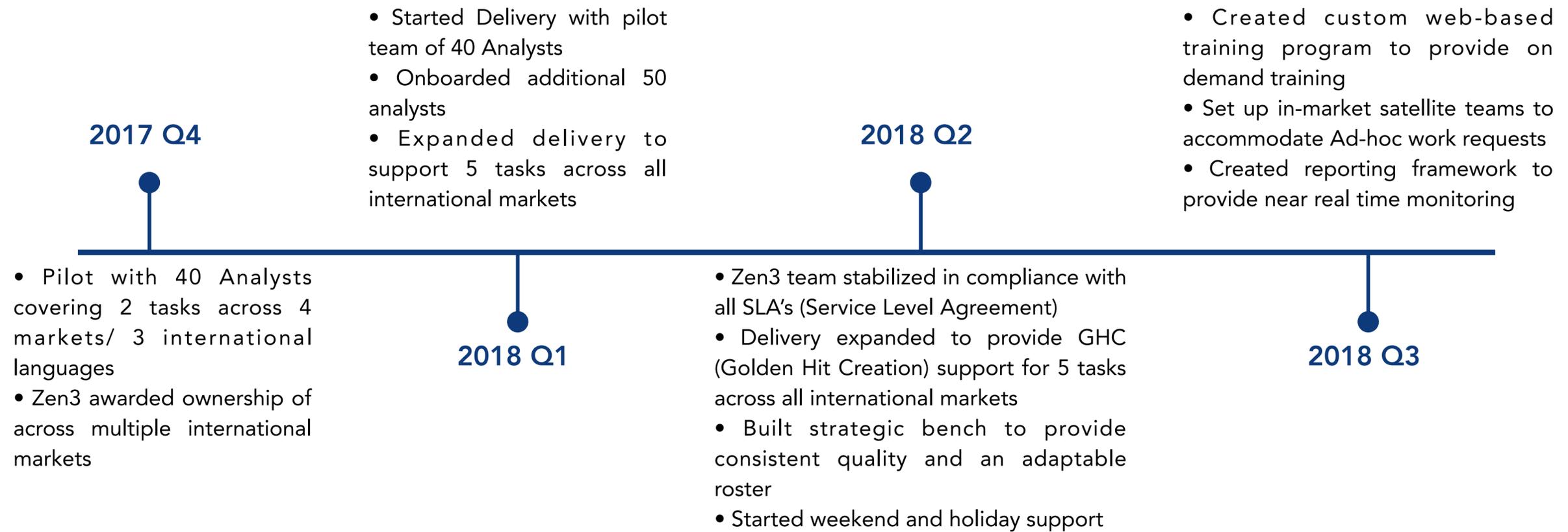
Managing a team of over 90 analysts, we proactively apply proven best practices to manage every phase of this ambitious engagement. Our team consistently exceeds quality and throughput goals specified by the client. Our efforts have led to a demonstrated improvement in data quality, now more deeply labeled for use in training and validation for ad relevance algorithms. Improved advertiser and user satisfaction rates provide tangible evidence of the immediate value being created by this effort.

We back this project with a continuous quality testing program called Golden Hits. Analyst outputs on “known” tasks are intermittently evaluated by managers to ensure that each individual understands and consistently applies classification rules. Quality talent sourcing and management provide a sound foundation for this successful effort. Zen3 has proven expertise staffing up to support large technology projects that require thousands of interviews, hundreds of hires, and a deep candidate database.

Our recruitment processes are designed to get the right candidate the first time. We apply carefully tuned screening processes, task-based aptitude tests, and behavioral interviews when selecting candidates. Proactive attrition management prevents knowledge-bleed and encourages retention. To that end, we employ rewards and performance honors, professional development opportunities, and more, all to ensure resource retention, motivation, and a genuine chance to grow. These hires are integrated using a proven training methodology backed by customized in-house training tools. We strategically cross-train our resources on key workflows to build out a flexible, resilient roster. Smart roster management, forecasting, and scheduling based on inflow trends ensures responsiveness and stability, even when profound operational challenges emerge.

Finally, we support this effort with a detail-oriented approach to client requirements. We employ a multilevel governance model to ensure seamless delivery and quality. Regular review of key performance metrics ensures our consistent fulfillment of project requirements.

Project Timeline



Zen3 team has evaluated ~6M queries to date with an average WSOB of 0.2 and an average throughput of 115+ queries/hour

Sourcing Talent

Screening: Meeting project requirements through in-depth research utilizing personnel databases across various key parameters; prescreening resumes with relevant online advertising experience and relevant stack certification

Interviews: IQ assessment test with 40 questions; 5 case studies specific to ad quality and Intent; market & language knowledge, fitment assessment

Bootcamp: Tools; Process specific real scenarios on sandbox; qualification & feedback; retraining & requalification if required

Onboarding: Induction; system profiles; waivers and NDA (Non-Disclosure Agreement)

-  Over **770** candidates shortlisted post screening
-  **563** candidates shortlisted for assessment & interviews
-  **225** candidates shortlisted for Bootcamp
-  **130** candidates qualified and brought on board

Training an Adaptable Team

Ad Relevance Training Model

- Task-specific guidelines deep dive
- Training in client-specific management tools
- Proficiency with an Internal Knowledgebase
- Newsletters and case studies to promote ongoing learning
- Market-specific practice workshops
- Calibrations and corrective action for recurring issues



Training Impact

- Analysts assigned to tasks based on aptitude & Strengths
- Month to month improvement in quality and productivity metrics
- RTA (Real Time Audit) analysis and pattern identification enabled the team to address guideline gaps and ambiguities
- Cross-training enabled the team to flexibly handle ad-hoc work requests across diverse task areas
- Training methodology drove an 80% quality increase across all task over the last 3 quarters

Execution

Roster Management

- Inflow forecasting based on client inputs & trends observed over the past 2 quarters
- Staffing based on resource capabilities and inflow trends
- Buffer bandwidth maintained on the floor to support any spikes
- Team rosters to ensure weekend and holiday availability

Communication

- DRIs: Zen3 SME DL to ensure streamlined communication between Zen3 and CLIENT team
- Weekly status review & calibration; Quarterly Business Review
- Daily SCRUM, weekly refreshers and 1:1 between SMEs & analysts
- Continuous knowledge transfer sessions within Zen3 SME team

SLA (Service Level Agreements) & Metrics

- Best practices enable us to meet and exceed SLA (Service Level Agreement)'s and targets
- SLA (SERVICE LEVEL AGREEMENT): Task specific WSOB's and Throughputs

Caliberations and Feedbacks

- Ad-hoc client support for any ongoing issues
- SME's support for resolving ambiguities.
- Newsletters and Caseworks
- An inhouse training program and knowledge base
- Internal 1 on 1 with analysts to discuss areas of opportunities, error trends, and Relevance

Key Stats

6M+

Ads Reviewed Manually

9

International Markets

3

International Languages
(English, German, French)

90+

Team Strength

Content Types

Text Ads | Product Ads | Keywords

Outcome

- Ramped up project scale: our team started with 1.5K hrs/month and grew to 9k hours per month due to a proven ability to meet rigorous customer requirements
- Our client continues to earn market share growth for their ad platform in a highly competitive search market space

Governance Model



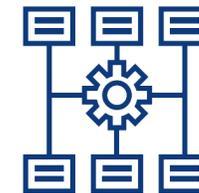
Delivery Quality Assurance

- Close working relationship with client support team
- Recommendations for addressing segment-specific ambiguities
- Daily feedback to analysts
- Root cause analysis on issues identified during client audit.
- Active identification of training needs, retraining agents



Team Management

- Strong hiring processes
- Knowledge management; in-house training material
- Effective collaboration
- Low Attrition
- SLA focused



Project Management

- Internal & external stakeholder communication
- Weekly review and calibration
- Monthly business review
- Continuous improvement
- Scorecards/Dashboards



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