

Case Study: ContentIQ

Industry

Publishing & Advertising

Service Provided

Programmatic Media Buying, Media Buy Algorithm Development, Native Ads, Real-Time Analytics, Insights & Business Intelligence

Background

ContentIQ is a publishing technology company that manages multiple publications and monetizes them through various advertising platforms. The company was primarily driving traffic from Meta's ad network and sought to expand its reach into native media platforms such as Yahoo, Taboola, Outbrain, and Baidu.

The Challenge

ContentIQ faced several key challenges:

- Needed to diversify beyond Meta into native ad networks.
- Required real-time media optimization in an arbitrage model.
- Scaling meant launching and optimizing hundreds of campaigns daily.
- Needed to create a department, hire personnel, and develop processes for efficient campaign execution.

Strategy & Execution

To overcome these challenges, we focused on automation:

- Built systems to streamline operations instead of hiring large teams.
- Developed a Content Management System (CMS) for ad creation and cataloging.
- Created real-time analytics tools for campaign performance measurement.
- Designed a structured optimization framework to manage millions in monthly ad spend at 130% ROI.

Results & Impact

- Designed and implemented a scalable CRM system for managing digital assets.
- Built API-based launching tools for major native ad networks (Yahoo, Taboola, Outbrain).
- Developed a media buying algorithm that automated decision-making for buyers via Slack, enabling 24/7 campaign optimization with human oversight.

Case Study: ContentIQ

Key Takeaways

- Automation reduces overhead and accelerates campaign deployment.
- With proper planning, media buying functions can be automated at scale.
- New media channels contributed \$6M in profit, facilitating ContentIQ's acquisition by Perion Network.

Client Testimonial

"Shay at AdsAngler is a media acquisition expert who was brought in as part of the top management team to build our native media buying department. Shay managed the development of programmatic bidding, media buying, and analytics tools that generated significant profits. He is ROI-driven and was integral to the successful acquisition of the company."

- Gil C, COO