

CASE STUDY

GeoLogic

GeoLogic uses Invest DSP to successfully deliver hyper-localized, programmatic campaigns.

The Challenge

GeoLogic sought a customizable technology partner to help activate proprietary data.

GeoLogic is a programmatic buying company that helps advertisers and agencies deliver customized, hyper-local advertising. To drive extraordinary performance for its clients, it needed an end-to-end platform that could deliver:

- › The ability to meet clients' unique advertising goals via its sophisticated optimization engine
- › Seamless, direct access to inventory across all formats and devices, especially non-mainstream formats such as CTV and audio

GeoLogic also sought a partner that they could build on top of, to not only create sustainable differentiation, but ensure control as well.

The Solution

Xandr is the canvas for GeoLogic to differentiate their business.

Xandr's holistic platform which combines the power of Invest DSP and Monetize SSP, allows GeoLogic to onboard and directly access the premium supply that matters. Meanwhile, Xandr's Open APIs provide GeoLogic with the flexibility and customization to develop intuitive workflows, connect different systems and activate custom buying algorithms, backed by Invest DSP's powerful optimization. Finally, the ability to upload GeoLogic's proprietary location data in real-time ensures that hyper-local campaigns can be executed with ease.

“Xandr has proven to be a trusted and reliable partner, and has truly become a core part of our business. The customization and flexibility offered by Xandr's end-to-end platform enable us to create unique, differentiated campaigns that drive real client results.”

Wataru Noguchi
CEO, GeoLogic

The Result

↑ **59%**

YoY growth in cumulative advertiser partnerships in 2020 (surpassed 2,000 in 2020)

↓ **46%**

Lower Cost-Per-Click using Invest DSP's built-in optimization.

↑ **25%**

YoY growth in annual gross revenue in FY2020.