



KEY SERVICE OFFERING

Ad Ops HealthCheck

Challenge

Today's Ad Operations (Ad Ops) teams are bogged down by manual processes, siloed systems, and slow reporting. As a result, they're losing valuable time, missing out on revenue, and struggling to keep up with the competition. Here's the reality Ad Ops teams are facing:

- **20+ hours per week wasted** on duplicate data entry
- **72-hour delays** in cross-platform reporting
- **25% of the inventory is left unsold** due to operational constraints
- **3x longer campaign management cycles** than your competitors

The result? They are stuck reconciling systems instead of driving growth.

Solution

At pureIntegration, we help transform ad operations from a burden into a growth engine. The Ad Ops HealthCheck is a 4-week, vendor-agnostic program designed to streamline ad operation processes, optimize current tech stacks, and help recover lost revenue, all without adding complexity or new software.

What You'll Get:

DISCOVERY & DIAGNOSIS

Technology stack audit, workflow mapping, and revenue leakage analysis.

STAKEHOLDER INSIGHTS

Interviews with key stakeholders to identify pain points and prioritize quick wins.

OPTIMIZATION ROADMAP

Platform optimization plan, AI automation assessment, and ROI projections.

THE PI TUNE-UP

Actionable plan, implementation timeline, and efficiency scorecard.

In just 4 weeks, you'll see a **40% efficiency gain** maximizing your team's potential and driving measurable ROI.

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Benefits

By the end of your Ad Ops HealthCheck, you'll have:



A complete operational baseline and identified leakage points (typically \$2-5M in lost revenue)



A platform optimization strategy and inventory optimization roadmap



AI-driven efficiency opportunities to further improve performance



A 90-day implementation plan that's simple, straightforward, and actionable

Why pureIntegration?

For more than 20 years, pureIntegration has partnered with the nation's leading communications and media companies to solve their most complex challenges from AI-driven operations to network transformation and next-gen customer experiences. Our extensive domain expertise and proven track record of successful projects make us the trusted choice for enterprises ready to innovate at scale.

- **No Software to Sell:** We optimize what you already have, no new tools required.
- **Operator-First:** Built by Ad Ops veterans who know your pain and challenges.
- **Time-Respectful:** Maximum insight, minimum disruption to your day-to-day.
- **ROI-Focused:** Every recommendation is tied to revenue and efficiency gains.