



Save time and resources; Easily activate tech solutions you want

Challenge:

Valnet wanted to find a way to decrease the time it took to implement new tech solutions and reduce the use of their development resources. They also wanted to easily pick and choose the solutions they wanted.

Solution:

Connections Marketplace worked with their existing APS integration, reducing the time and new development work needed. This helped them integrate with multiple tech solutions easily with the click of a button.



Hunter Gong
Ad Operations Analyst,
Valnet



Jonathan MacDougall
Ad Operations Specialist,
Valnet

"Prior to using Connections Marketplace, every time we would add a new product or service, it would take at least two to three weeks minimum to send out a contract and get all the tags implemented and tested before we could set it live. *But with Connections Marketplace, it's super easy. The turnaround time most times is maximum, a week or two. So it saves us a lot of time to push out new products or services that we want to test.*"

"This also helped us focus our efforts elsewhere and manage our time in a better way. So that's been a huge value add when you can outsource some of the work that you know is important, but you don't necessarily have all the resources to do it, and it's helped us grow over time."

"The ease of implementing solutions was great. *With Connections Marketplace, it's almost just like turning on a switch and then having that solution there, ready on your site.*"

"All the heavy lifting is done by the APS Connections Marketplace, which is super helpful."

Results:

Valnet has integrated with five different service solutions through the APS Connections Marketplace. They have activated SharedID, Audigent, ID5, and LiveRamp to provide universal IDs that help in environments where cookies are not available. Ad ID providers help increase audience match rates for buyers and sellers, which helps maximize their ad inventory's value. Integrating these ad ID solutions via CxM also enables Valnet to pass ad identifiers to all of their TAM/UAM demand partners. And finally, they connected with Ad Lightning for malware prevention and additional creative controls to further protect customers from malicious and bad-quality ads.



About:

Valnet is a worldwide digital media publishing company with more than eleven million daily website visits that owns and operates several highly authoritative brands spanning several verticals including: entertainment, technology, automotive, gaming, and aviation.

Website: valnetinc.com

Years as an APS customer: 4+

Current CxM connections:

- Ad Lightning (Creative Quality)
- Audigent (Ad ID)
- ID5 (Ad ID)
- LiveRamp (Ad ID)
- SharedID (Ad ID)

About APS Connections Marketplace

To get started, look for the Connections Marketplace in the APS portal or contact the Amazon Publisher Services team today.
<https://aps.amazon.com/aps/connections-marketplace/>