Konduit Delivers Robust Wrapper Solution

How Konduit provided a scalable wrapper solution for measurement

Snapshot

Working with a leading digital verification partner, Konduit successfully delivered a customized wrapper and measurement script solution to replace the partner's current solution in a period of approximately two months. In this narrow window of time, Konduit executed a series of rigorous tests where it achieved client defined standards, and Konduit ultimately delivered a product that satisfied all of the partner's requirements across 6,000+ different interaction scenarios. Konduit's fast, high powered technology ensured that this partner's verification and measurement solution worked seamlessly for digital video to create exceptional results for the final customer.

The Challenge

A verification partner required a replacement solution for their current wrapper and measurement script solution within a limited time frame. This required enabling measurement scripts to fully execute all functionality while preserving key requirements of the VAST chain, and it needed to be able to scale globally at 500 million requests per day.

Some of the major client requirements include:

- ✓ VAST Proxy Service
- ✓ VPAID Wrapper
- ✓ VAST/VPAID Blocking
- ✓ OTT Compatible
- ✓ White Label Technology

- ✓ Server-side VAST Unwrapping
- ✓ SDK Integration Support
- ✓ Custom Macro Support
- ✓ VAST Version Encoding Support
- ✓ OMID Support

Konduit Solution

Konduit provided a robust wrapper solution that was able to fully proxy VAST ad calls, enable VPAID creatives to play with proper measurement signals, and execute VPAID blocking. Additionally, Konduit's server side processing was consistently able to reduce latency and improve the partner's video ad start rates by 15% over the baseline.

Konduit performed robust testing to validate multiple player, browser, operating system, VAST version, and creative combinations in over 6,000 interaction scenarios. Konduit's success metrics fully aligned with their current solution, and ultimately, Konduit successfully implemented a viable replacement solution. The global wrapper covered major five regions and was fully compatible at scale.

About Konduit.me

Konduit.me designs innovative digital video solutions to make digital video more valuable. Providing easy-to-implement solutions and analytics, Konduit improves video advertising performance across platforms.