

# Boosting ad relevance in key global markets

For an ongoing, multi-year project with one of the world's biggest social networking platforms, TELUS International reviews over one million ads per month. Our team recruits, educates and manages over 4,000 local evaluators in more than 10 geographic markets.

## The challenge

As a leading social networking site, our client enables businesses to deliver native advertisements to clearly defined target audiences. Now more than ever, consumers expect to be served content that is both useful and contextually relevant. As a result, it's critical to show ads that people actually want to see. Ad relevance can improve the overall user experience while maximizing campaign performance for advertisers.

The client needed a solution that could provide enough diverse training data for its platform, in order to boost ad relevance on a global scale.

This involved collecting millions of ad reviews from users in a variety of geographic and demographic markets.



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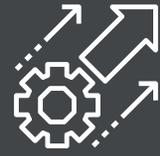
## The TELUS International solution

Our client partnered with TELUS International for a one-stop solution to provide training data for their ad delivery platform, which involved:



### Custom reporting

Our team provides custom reports to the client on a monthly basis, which include detailed statistics about evaluator performance, output quality and more.



### Process improvement

Over the years, our team of project managers has worked closely with the client to assemble teams of annotators in new markets, as well as improve their in-house evaluation tools.

### Evaluator management platform

We developed a robust platform for evaluator screening, onboarding and workflow management. We screened over 100,000 candidates, and within a few weeks, the client began receiving hundreds of thousands of ad reviews from a crowd of over 4,000 approved local evaluators.



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## The results

The geographic and demographic diversity of our evaluator pool has proven invaluable to our client's training model.

The AI Community mapped closely to the client's existing users, allowing them to deliver much more personalized ads than they had in the past.



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## Project highlights included:



100,000+ reviewed candidates



4,000+ approved evaluators



10+ geographic markets



1 million+ ad reviews per month

### Improve the relevance of your advertisements

Explore our **AI Data Solutions** to learn more or get in touch and find out how we can help you deliver more useful and engaging ads.

[telusinternational.com/contact](https://telusinternational.com/contact)