

How Transcosmos Improved Social Advertising Campaign Management Efficiency By Over 60%

Transcosmos leveraged Sprinklr to optimize advertising campaigns for several key clients by decreasing average Cost Per Install, and unlocking time for operational consultants to focus on strategic client initiatives.

Transcosmos, one of the world’s largest business process outsourcing providers, orchestrates and optimizes digital campaigns for major global brands with Sprinklr’s Advertising Module.

challenge

Transcosmos operates and optimizes thousands of ad campaigns for clients across financial services, airline, CPG, and more. Prior to Sprinklr, operations and maintenance of those campaigns significantly drained time and labor, inhibiting scale, growth, and organizational agility. They needed a tool that could drastically improve efficiencies and optimize resource allocations.

“Workload operations on weekends and late evenings were always an issue. Sprinklr Rule Engine drastically reduces time and costs to empower our teams to focus on the strategy of media more than ever.”

solutions

- ✔ Transcosmos uses Sprinklr’s rule engine to automate bidding across multiple qualifications including weather, audiences, and time of day.
- ✔ By setting performance-based conditions and actions for specific time windows, campaigns are managed through automated intelligence designed by Transcosmos consultants and operators, and enabled by Sprinklr technology.

masahiro ozeki
WEB ADVERTISING PLANNER,
TRANSCOSMOS



results



Reduced Full Time Equivalent (FTE) hours by **20 hours** (3 operators per day a month).



Quality of service **significantly improved** as staff had more time to focus on transformative initiatives like strategy and client communication.



Consistent performance through bidding automation and reduction of weekend volatility.



Reduced frequency of manual optimization, from an average of 7 times a day to 1-2 times a day.

"Sprinklr improved the quality of our ad services and media sales to clients."



erika kojima
SOCIAL ADS,
INTERNET PROMOTION DEPT,
TRANSCOSMOS

"We are excited to work with Sprinklr, the global leader in social ad technology, in an emerging area of digital promotion. The collaboration propels us to explore new business, and to support our clients beyond traditional means."

junsuke obonai
HEAD OF DEPARTMENT
INTERNET PROMOTION DEPT,
DIGITAL MARKETING,
TRANSCOSMOS



cost per install and install rate

