

# iProspect

## SUCCESS STORY

# Leading ahead in digital operational excellence

*In recent years, the topic **Quality Assurance (QA)** is popping up ever so frequently on RFPs, that its importance today is no less than creative and data from the eyes of advertisers. While most media buying agencies struggle to properly answer this need, iProspect took a step forward with an effective approach that allows them to stand out and thrive.*



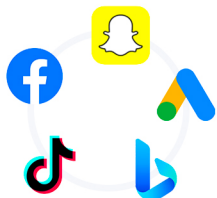
### FOUNDATION | **PASSION AND OWNERSHIP**

It is a shared belief at iProspect that passion and ownership are the core foundation of **quality work and operational excellence**. iProspect selective recruitment process picks out these great people who are then trained, nurtured and equipped with the most advanced technologies in the market to aid them for success.

### ELEVATION | **QA AUTOMATION** ✂

While the popular belief in the industry is that digital media buying QA can only be done manually, iProspect went ahead in the game and broke this belief by adopting **Grasp, an automated compliance and QA solution** dedicated to digital media buying processes with a unique preventive method.

With Grasp integrated in iProspect's QA processes, clients' media buying guidelines such as naming templates are being enforced and checked during set up to **ensure 100% accuracy**. Such QA automation not only elevates the operational excellence that iProspect always strives for, it also allows iProspect to continuously grow, adapt and compete with an efficient structure and to lead QA discussions with their clients.



### UNIFICATION | **SOCIAL & SEARCH**

Advertisers always adopt a cross-channel strategy, and so does iProspect. To be the market leader in digital operational excellence, besides having the right people and the right tech, iProspect has rolled out **an unified QA process with Grasp across social & search** since day 1, to deliver a brand new standard in operational excellence to their clients.

“ Thanks to Grasp, we have raised our standard in terms of QA while optimizing time deployment across our teams, which allows us to deepen our discussions with our clients and to further develop the consulting aspect of our service. A real success was also made possible thanks to the Grasp team who supported us in the deployment and configuration of the solution. ”



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