

Scale Ad Verification Process for Pharma SEM Software

Objective: Develop a Wrkflow to systematically research medication online, identify their paid ads on Facebook, and verify if the ad is compliant as per FDA regulation.

THE CLIENT

SEM Ad Compliance Software for Pharmaceuticals

Operating in the Ad compliance industry, our client provides comprehensive vetting of RX advertisements to ensure FDA compliance, fraud detection and brand security for Big Pharma.

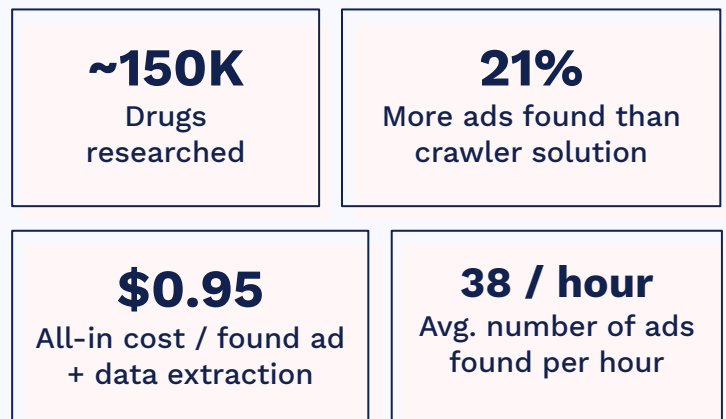
CHALLENGE

Crawling for data using automated bots is a very challenging task, especially with changes in web page structures, rendering issues, and constant edge-cases. On top of acquiring data, each ad format can be slightly different, and the verification checklists can also differ depending on the category of drugs.

SOLUTION

By deploying a parallelized research and data extraction WrkFlow, our client was able to systematically identify and capture 21% more ads than their crawler found. In addition, they were able to extract content inside video ads using our Extract Text from Video WrkAction™ that they were previously unable to fully acquire.

RESULTS



WRKFLOW

