For an ongoing, multi-year project with one of the world’s biggest social networking platforms, Lionbridge AI reviews over 1 million ads per month. Our team recruits, educates, and manages over 4,000 local evaluators in 10+ geographic markets.

THE CHALLENGE
Now more than ever, consumers expect to be served content that is both useful and contextually relevant. As a result, it has become increasingly important to show ads that people actually want to see. Ad relevance can improve the overall user experience while also maximizing campaign performance for advertisers.

As one of the world’s largest social networks, our client recognizes the need to deliver ads that are culturally and contextually relevant to users worldwide. They needed a solution that could provide enough diverse training data 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.

THE SOLUTION
Our client partnered with Lionbridge for a one-stop solution to provide training data for their ad delivery platform:

• **Evaluator Management Platform**
  Lionbridge developed a robust platform for evaluator screening, onboarding and workflow management. Within a few weeks, the client began receiving hundreds of thousands of ad reviews from a crowd of 4,000+ local evaluators.

• **Process Improvement**
  Over the years, Lionbridge’s 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.

• **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.

THE RESULTS
The geographic and demographic diversity of our evaluator pool has proven invaluable to our client’s training model. The crowd mapped closely to the client’s existing users, allowing them to deliver much more personalized ads than it had in the past.

1 million+ ad reviews per month
4,000+ approved evaluators
10+ geographic markets
100,000+ reviewed candidates

ABOUT THE CLIENT
One of the world’s major social networking services, our client provides a platform where users can share messages, photos, videos, news and more. The client also provides space for businesses to deliver native advertisements to clearly defined target audiences.

Lionbridge offers 300+ languages and dialects, 500,000+ global contributors, and 20+ years of experience.

Learn more at LIONBRIDGE.AI