
PHOTOBUCKET TAPS AIMATCH TO MANAGE ONLINE AD INVENTORY



Photobucket, a popular photo and video sharing site, has tapped aiMatch to manage its online ad catalog. aiMatch is known for its wide-ranging ad serving platform and advanced advertising tools. aiMatch will help Photobucket direct its sales performance by analyzing data that is linked directly to Photobucket's revenue. aiMatch's technology will allow it to analyze the data in nanoseconds, and in turn, respond "intelligently" to that data. Darren Kelly, the chief revenue officer for Photobucket, said, "aiMatch delivers business intelligence, sales performance management, forecasting and delivery all in one solution." Kelly added, "Having these insights in one easy to use system has improved our ability to manage and maximize the value of our inventory. With their multiple years of industry experience, the aiMatch team provided the knowledge and support needed to ensure a smooth transition from our legacy system." Photobucket has more than 100 million registered users, as well as 45 million unique visitors per month across the world.

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