

Vangie Consulting offers AI based media buying for Small and Medium Businesses



would be AI-based. AI-based media buying also called programmatic advertising was reserved for large media buys.

Vangie Consulting, a leading player in Digital Strategy has created a new tool “Vbuy” for small and medium advertisers who want to reap the benefits of programmatic advertising.

“ Small and medium businesses relied on google search and Facebook ads since they were not shown options beyond this. Programmatic advertising requires a great deal of expertise to strategize and implement campaigns. This is the gap we aim to fill for small and medium businesses.” opines Ms. Tania Sharma, founder, Vangie Consulting.

What is Programmatic advertising?

Programmatic advertising or media buying is a tool to automatically run digital campaigns rather than buy media from publishers.

This is made to reduce human interface by adding tools like machine learning and artificial intelligence.

This makes all transactions transparent for both the publisher and advertiser.

Small and medium businesses were not making much use of it. Vangie Consulting researched and designed special platforms for these players to utilize the advantages of programmatic advertising.

“ We were shying away from programmatic advertising due to high cost and the deep learning required. Vangie consulting made it easy to run a campaign as low as Rs.30,000 and the cost of advertising was lesser than traditional platforms,” said Mr. Anirudh Joshi, founder at a small online business space.

“: Vangie Consulting has always believed in breaking the barrier when it comes to their clients accessing the latest tool to market. We leave no stone unturned to give our clients the very best.” Says Ms. Sharma.

Vangie Consulting started as a strategic marketing communication organization and has been creating new venues and opportunities for marketers in the SMB space.

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