



## Leveraging Real-Time Data for Digital Advertisers

Interview conducted by: Lynn Fosse, Senior Editor, CEOCFO Magazine



*Asif Ali - CEO*

**CEOCFO: Mr. Ali, what is the vision and concept at Reduce Data?**

**Mr. Ali:** The vision at Reduce Data is to empower marketers with tools that deliver better results. At the end of the day we want to be able to leverage real-time data to drive significantly better results for digital advertisers.

**CEOCFO: There are many companies with a similar concept. What do you understand fundamentally about the process that others might not?**

**Mr. Ali:** We believe that there is plenty of data that is being wasted and not really leveraged. For example, most of the companies out there can barely provide you with reliable reporting. This is because they do not have the skill to process the data efficiently enough and to be able to use that to optimize advertising. Therefore, Reduce Data was started with those key factors. In that we could leverage real-time data as well as provide the insight to drive better results and not many people are doing that. What is the importance of such data? In each advertising budget, 30% to 50% of media spends are considered to be wasted because of fraud and other issues in advertising. Another issue is efficiency, today advertisers do a great deal of processes manually, which brings down the efficiency and creates problems. Reduce Data is resolving these problems by leveraging the data that others do not understand, showcasing how we differentiate from everyone else. We are also pushing ahead with the early automation tools in the industry. For example, automating workflows instead of manually, sending out requests manually or watching over campaigns and pausing them when they are not performing. Reduce Data's tools can help advertisers automatically manage these campaigns.

**CEOCFO: Would you give us an example of a typical engagement?**

**Mr. Ali:** One example would be a client with a website who want's to gain more users as well as have them sign up for a subscription that they offer. They would request a media buy from us that would be between \$2,000 to \$10,000 or more per month. They would give us the digital data of the ad that they would like to display. Before we start we would give them a few optimizations that will help us to attract users and better optimize results for them. Once all of these things are in place and the ads have been approved, the ads will go live and we will start pushing it to users on the internet through ads directed to the website.

**CEOCFO: Are there particular types of companies, sizes or industries that make up the bulk of your customer base?**

**Mr. Ali:** We have been focused on the small and mid-sized ad agencies. These ad agencies buy media on behalf of their clients. There is a company in Arizona or some parts of California, and they buy media through an ad agency called POLYmedia, which is responsible for promoting them on the internet. They buy media through various channels and one of them is Reduce Data.

**CEOCFO: How do you reach prospective clients?**

**Mr. Ali:** We have a commercial database of about 10,000 ad agencies in their respective markets and through that database we get the correct contact person. We begin with cold call emails and cold calls to initially start.

**CEOCFO: *When you are talking with a prospective client, is there an ah-ha moment when they understand the difference at Reduce Data?***

**Mr. Ali:** During the initial call we explain the difference between ourselves and our competitors by showing our platform as well as the results. Once they see the platform and the results we are able to differentiate and show why our product is better than the one they are currently using. Overall, our results are generally better than what they are currently getting.

**CEOCFO: *How is business these days?***

**Mr. Ali:** We are an early stage company and we have been growing month-to-month at a reasonable pace.

**CEOCFO: *What has changed in your approach from when you first started? What have you learned along the way so that your current offering may be different?***

**Mr. Ali:** We started off as an advertising analytics company going after the same market audience, but with a different product. Along the line because of various factors, we had to change what we were doing. We then had to relaunch with a new platform, which we did about seven or eight months ago and now have better insight on the market and what advertisers are looking for. When we first began we built something based on our assumptions, but as we validated the product, we started refining it. Therefore, we have changed significantly since our first product.

**CEOCFO: *What have you learned in your previous experiences that has been most helpful as you have been developing and growing Reduce Data?***

**Mr. Ali:** I previously ran a mobile ad network called ZestADZ, which was my first experience in the ad industry. My experience there helped me to start up Reduce Data. In the last several months we have learned that this industry, while a massive at more than \$25 billion in size and growing industry, still has a few large players and we need to be amongst the best to compete with them. Thus there is a learning cycle and even though we are a small self funded company, we are continuing to innovate, build great products, ship them fast and continue to improve.

**“The key to staying on top is the ability to constantly change... We are a company that effectively uses data to help companies tap into those insights to get better results and translate into new users.” - Asif Ali**

**CEOCFO: *How do you keep up with all of the new technologies and trends as things change so quickly? What is the key to staying on top?***

**Mr. Ali:** The key to staying on top is the ability to constantly change. In the tech industry we continue to learn and adopt new technologies as well as be a part of the change for something new that is coming out or driving the adoption. We did that in some parts of the machine learning where there were significant changes as part of our software. On the industry side, we might not be the best at that, but we continue to learn from the industry by going to events and keeping an eye on what is happening through media articles.

**CEOCFO: *Pull it together for our readers. Why take note of Reduce Data?***

**Mr. Ali:** Reduce data is one of those early stage startups that is leveraging machine learning effectively, as well as delivering significantly better results. As for our audience which consists of marketers and CEOs who are looking to acquire new users, we should be one of those platforms that they consider trying out. We are a company that effectively uses data to help companies tap into those insights to get better results and translate into new users.

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