ADVERTISING & AD-OPERATIONS · PHILIPPINES

The flawless-launch standard: the executive economics of advertising & ad-operations outsourcing to the Philippines.

An analysis of why campaigns launched is a volume vanity metric, how trafficking accuracy and delivery integrity — never launch throughput — decide the true cost of an ad-ops operation once trafficking errors, misdelivered impressions, discrepancy leakage, and make-goods are counted, and the vendor-selection discipline that launches the campaign clean and reconciles it tight.

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ABOUT THIS SERIES — VOLUME 83

Every ad-ops proposal is priced per campaign launched, because volume is easy to count. This volume is about the only ad-ops outcome a publisher's or agency's margin actually depends on: the campaign trafficked without an error, delivered in full against the IO, and reconciled so third-party discrepancies do not leak revenue into make-goods. The gap between launching a campaign and launching it flawlessly is where trafficking errors and discrepancy leakage live. The full series lives at piton-global.com.

THE PITON-GLOBAL LEADERSHIP TEAM

About the authors

John Maczynski

Chief Executive Officer

John has bought ad-operations capacity for three decades, and learned that the fast desk that launches every campaign and traffics them wrong is the most expensive one a publisher or agency can hire — because a trafficking error is a misdelivered flight, an unreconciled discrepancy is leaked revenue, and a campaign that under-delivers against the IO is a make-good that erases the margin. His standing question ignores the campaigns-launched report: of the campaigns you launched, how many ran flawlessly, delivered in full, and reconciled clean? Applied at PITON-Global, that question is what clients get on every ad-ops sourcing decision — personally, with no account layer in between.

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Ralf has spent twenty-five years running Philippine ad-operations and campaign-management floors, and he judges an ad-ops team by its trafficking accuracy and discrepancy rate, not its campaigns-per-day: whether the flight was set up right and reconciled clean, or launched with an error that surfaced as a make-good. The ad-ops contract in Section 3 codifies what he learned rebuilding desks that launched fast and trafficked loose. He now reads ad-ops providers the way he once ran them — from the trafficking-QA log and the discrepancy report backward.

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ABOUT PITON-GLOBAL

PITON-Global is a buyer-side advisory practice, Manila-based since 2001, that has never operated a delivery floor or taken a placement commission. Its stock-in-trade is knowing the Philippine provider market at the operating level — 1,000+ mapped operations, re-verified continuously, including each ad-ops team's real trafficking accuracy and discrepancy record rather than its campaigns-per-day headline — and converting that knowledge into a shortlist of six to ten genuinely qualified partners per engagement. Buyers from Tripadvisor, Garmin, TSYS, HealthPartners, Yetipay, Workrise, and Norman Disney & Young have run their searches through the practice.

SECTION 01

Executive summary

-58%
Fully-loaded cost per flawlessly-launched campaign vs. US onshore

99%+
Trafficking accuracy on vetted teams, up from 88–94%

-64%
Reduction in delivery discrepancies & make-goods on vetted teams

6.4×
First-year ROI, reconstructed case (Section 6)

An ad-operations engagement is bought on the price per campaign and paid for on the flights it traffics wrong. The vendor reports tens of thousands of campaigns launched at a fraction of the onshore cost; the publisher or agency finds the trafficking errors — wrong creative, wrong targeting, wrong dates — that misdeliver the flight; the third-party discrepancies left unreconciled that leak billable revenue; the campaigns under-delivering against the insertion order that surface as make-goods; and the client-satisfaction score sliding while the launch count looked healthy. The desk cleared its queue and the business inherited a make-good bill, a discrepancy write-off, and a client escalation it never priced. The gap between launching a campaign and launching it flawlessly — and reconciling it — is where the real cost of cheap ad ops hides, because a mis-trafficked or unreconciled campaign is not throughput delivered; it is a make-good, a leaked receivable, and a client relationship at risk.

The Philippines — English-fluent, digitally native, with a deep ad-operations and campaign-management pool fluent across the major ad servers and DSPs — is where ad ops is delivered with the most trafficking-and-reconciliation discipline, because that pool, properly trained and QA'd, can run the accurate trafficking, delivery pacing, and discrepancy reconciliation that a clean operation demands. Five findings:

1. **Campaigns launched is the industry's most flattering number.** Any desk can push a campaign live. Vetted teams are measured on outcome: trafficking accuracy, full delivery against the IO, and clean reconciliation. Weak providers quote a low per-campaign price the business repays in make-goods, discrepancy write-offs, and client churn. Section 2 shows the gap.

2. **The flawlessly-delivered campaign, not the launched one, is the product.** A launch that protects the margin comes from trafficking the flight right, pacing it to full delivery, and reconciling it against third-party numbers — not from clearing a launch queue. Teams that traffic accurately deliver in full; teams that launch loosely generate make-goods and discrepancy leakage that cost more than the campaign.

3. **A trafficking error cuts both ways — misdelivery and discrepancy.** Set the flight up wrong and it delivers the wrong impressions to the wrong audience; leave the third-party discrepancy unreconciled and billable revenue leaks. Vetted teams hold trafficking accuracy above 99% precisely because both tails cost — the flight misdelivered and the receivable written off.

4. **Make-goods and discrepancy write-offs, not the per-campaign rate, are what cost.** A campaign trafficked wrong costs the make-good inventory, the discrepancy write-off, the re-trafficking, and the client escalation — many times the per-campaign saving. Teams that traffic accurately cut make-goods and close discrepancies, and that protected revenue and retained clients — not the offshore rate alone — is where the case study's return is built.

5. **Contract on the flawlessly-launched campaign, not the launched one.** The contracting failure of ad ops is paying per campaign and hoping flights traffic clean and reconcile tight. Vetted deals price against trafficking-accuracy floors, delivery-in-full targets, and discrepancy-rate ceilings, making flawless launch and clean reconciliation the team's problem, which is where they belong.

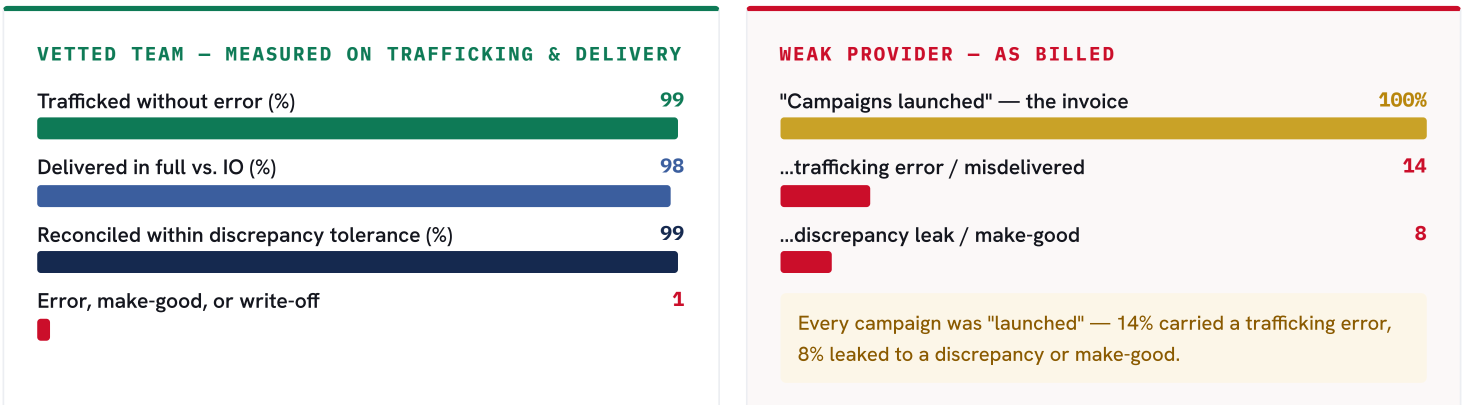
The intended reader is a VP of ad operations, chief revenue officer, or agency operations lead buying ad ops per campaign and paying for it in make-goods, discrepancy write-offs, and client churn. Sections 2–4 separate the teams that launch flawlessly from the teams that clear launch queues; Sections 5–7, the method and the proof.

SECTION 02

The volume mirage: campaigns launched versus flawlessly delivered

Figure 1 shows one month of a desk's campaigns two ways: as the campaigns-launched report a weak vendor bills, and as the trafficking-and-delivery reality the make-good log, the discrepancy ledger, and the client-satisfaction report experience. The campaigns-launched number is engineered to look like output while trafficking errors, discrepancy leakage, and make-goods accumulate underneath.

FIG. 1 — ONE MONTH OF CAMPAIGNS: TRAFFICKING-AND-DELIVERY QUALITY VS. REPORTED VOLUME



Left: PITON-Global engagement instrumentation, 2025–26, trafficking and delivery audited. Right: composite of pre-engagement vendor reporting reviewed in diligence.

The economics follow the trafficking accuracy and the reconciliation, not the launch count. On the left, ninety-nine percent of campaigns traffic without error and reconcile within tolerance, so the flight delivers in full and no revenue leaks; on the right, a cheap per-campaign price mis-traffics fourteen percent and leaks eight to a discrepancy or make-good, paying in misdelivered flights, written-off receivables, and make-good inventory at once. A low per-campaign price that mis-traffics is not a saving; it is a make-good treadmill and a leaked receivable. The trafficking-and-delivery audit — trafficking accuracy, delivery-in-full, discrepancy rate — is the cheapest due-diligence instrument in this paper.

SECTION 03

The ad-ops contract: traffic it right, deliver it clean, reconcile it tight

Figure 2 lays out the three clauses of a working ad-ops contract — the machinery a floor read verifies before any per-campaign price is believed.

FIG. 2 — THE AD-OPS CONTRACT, AS OPERATED ON VETTED TEAMS

TRAFFIC IT RIGHT

Every campaign is set up from the insertion order — creative, targeting, dates, budget, pacing — and QA'd against the IO before launch, with tags and pixels tested and an ambiguous instruction clarified rather than guessed. The flight is made correct before it goes live, so it delivers the right impressions from hour one.

DELIVER IT CLEAN

Delivery is monitored and paced to hit the IO in full, under-delivery is caught and corrected mid-flight rather than at end-of-month, and creative or pacing issues are resolved before they become a make-good. Clean delivery is a flight that lands on its numbers without a credit.

RECONCILE IT TIGHT

First-party and third-party numbers are reconciled inside the discrepancy tolerance, billing ties to delivered impressions, and disputes are resolved with evidence — with a trafficking-and-delivery report the business can read. Tight reconciliation is revenue billed and collected, not leaked into a write-off.

↓ yields ↓

THE FLAWLESSLY-LAUNCHED, RECONCILED CAMPAIGN

99%+ TRAFFICKING ACCURACY | DELIVERED IN FULL | RECONCILED TIGHT

Campaigns traffic without error, deliver in full against the IO, and reconcile inside tolerance — so make-goods fall, discrepancy leakage closes, and clients renew. The operation gets cheaper per flawlessly-launched campaign and cleaner at the same time, which is the entire promise of outsourcing ad ops to people who measure trafficking accuracy and delivery integrity, not campaigns launched.

Operating parameters from PITON-Global ad-operations engagements, 2025–26. Discrepancy tolerance is operated to each client's IO and billing terms.

In diligence, the contract is tested from the campaign's side: pull launched campaigns and check the make-good log for flights that misdelivered; re-audit a trafficking sample against the IO; and reconcile a delivery sample against third-party numbers — because a desk that leaks discrepancies fails the engagement whatever its launch stats say. Perhaps one team in ten survives it cleanly. Steps 3 and 5 of the framework exist to find that one before the contract does — because everything in Table 3 of Section 6 depends on flawlessly-launched, reconciled campaigns, not campaigns launched.

SECTION 04

Cost and performance: cost-per-flawlessly-launched-campaign economics and benchmarks

TABLE 1 — FULLY-LOADED COST PER FLAWLESSLY-LAUNCHED CAMPAIGN: THREE OPERATING MODELS (2026)

OPERATING MODEL	COST / CAMPAIGN	VS. US BASELINE
US onshore in-house ad-ops desk	$118	baseline
Low-cost offshore trafficking mill (per-campaign)	$80	–32%
Vetted Manila team — trafficked, delivered, reconciled	**$49.50**	**–58%**

Basis: PITON-Global engagement pricing 2025–26; cost per flawlessly-launched campaign = fully-loaded operating cost divided by campaigns trafficked clean, delivered in full, and reconciled within tolerance (mis-trafficked, make-good, and written-off excluded); the trafficking mill looks cheap per campaign but make-goods, discrepancy write-offs, and re-trafficking lift its true cost per flawless campaign; US comparator fully-loaded in-house cost.

TABLE 2 — AD-OPERATIONS BENCHMARKS, VETTED VS. BASELINE (2025–26)			
METRIC	VETTED TOP TIER	BASELINE	EXECUTIVE READING
Trafficking accuracy	**99%+**	88–94%	The only ad-ops number margin follows
Delivery in full vs. IO	**98%+**	85–93%	Landed on numbers, or a make-good
Make-good / discrepancy rate vs. baseline	**−64%**	baseline	"Reconcile it tight" — held or not
Launch turnaround vs. baseline	**−44%**	baseline	Live on time, or a missed start
Client satisfaction (CSAT)	**92%+**	74–84%	Renewed, or churned

Source: PITON-Global ad-operations engagement data 2025–26; baseline = typical pre-engagement operations billed on campaigns launched.

The strategic read: the trafficking mill's −32% per campaign is a false economy — make-goods, discrepancy write-offs, and re-trafficking lift its true cost per flawless campaign far above the per-campaign gap, and a churned client is a cost no rate recovers. The vetted Manila team's −58% is real because it is measured where the value is: the campaign trafficked clean, delivered in full, and reconciled tight. Buy on campaigns launched and you buy the right column of Figure 1; buy on cost-per-flawlessly-launched-campaign and you buy trafficking accuracy and delivery integrity — the same discipline every volume in this series keeps arriving at from a different door.

SECTION 05

Sourcing discipline: the 7-Step Vendor Vetting Framework, applied to ad operations

Ad-ops diligence adds two hard requirements to every step: a per-campaign price is real only when the trafficking accuracy behind it survives a QA re-audit against the IO, and only when the discrepancy record behind it survives a reconciliation check. The funnel below is representative of a 40–100-seat ad-ops trafficking search.

FIG. 3 — THE 7-STEP FRAMEWORK AS AN AD-OPS FUNNEL

	STEP	WHAT IT ELIMINATES IN AN AD-OPS SEARCH	FIELD REMAINING
1	**Requirements definition**	Throughput-first scoping: fixes the trafficking-accuracy floor, the delivery-in-full target, the discrepancy-rate ceiling, and the launch-turnaround standard by campaign type and platform	1,000+
2	**Market mapping**	Trafficking mills: operations that bill launch volume and treat errors and discrepancies as the client's problem, and generalist floors with no ad-server, DSP, or reconciliation depth	~44
3	**Capability screening**	Teams without the machinery: audited trafficking-accuracy history, ad-server/DSP proficiency (GAM, DV360, TTD and peers), a pre-launch-QA and reconciliation workflow, and campaign-type coverage	~13
4	**Compliance & security audit**	Weak governance: advertiser-data and brand-safety protection, access controls on ad-server/billing systems, privacy-regulation alignment, SOC 2 scope covering the ad-ops stack	~8
5	**Operational diligence**	The trafficking-and-reconciliation read: audit make-good logs for misdelivered flights; re-QA a trafficking sample against the IO; reconcile a delivery sample against third-party numbers; interview on a complex multi-platform launch	4–6
6	**Competitive RFP & negotiation**	Per-campaign pricing: finalists bid against trafficking-accuracy floors, delivery-in-full targets, and discrepancy-rate ceilings — all carrying credits for errors, make-goods, and write-offs	2–3
7	**Transition & launch governance**	Cold cutover: the team calibrates against your campaign types, ad servers, and IO standards on a sample before it owns the live queue, with the trafficking floor and discrepancy tolerance certified before steady state, PITON-Global embedded buyer-side	1

Field-remaining counts represent a 40–100-seat ad-ops trafficking search, PITON-Global engagements 2024–26.

The standing guarantees hold: **vendor neutrality** — PITON-Global operates no ad-ops floors, traffics no campaigns, and takes no placement economics, so the shortlist reflects audited trafficking and delivery performance, not inventory; **right-sizing** — teams for whom your operation is a flagship account. Six to ten genuinely qualified providers, delivered within 48–72 hours, free to the buyer, competing through a fully transparent, fair, comprehensive, and highly competitive RFP.

SECTION 06 · ANONYMIZED CASE STUDY

Re-basing the operation on delivery integrity: a 70-seat ad-ops trafficking desk rebuild, reconstructed

Engagement AD-096 is a US digital publisher and media group — trafficking roughly 180,000 campaign flights a year across display, video, and native — that had offshored ad operations to a per-campaign trafficking mill. The campaign price was excellent; the trafficking and reconciliation were not: trafficking accuracy sat near 90%, make-goods were high, third-party discrepancies were leaking billable revenue, and client satisfaction was sliding into churn. The VP of ad operations wanted the arbitrage without the make-goods and the discrepancy leakage. Identifying details are anonymized under NDA.

SELECTION (WEEKS 0–8, TRAFFICKING + RECONCILIATION READS)

Requirements fixed a 99% trafficking-accuracy floor, a 98% delivery-in-full target, a discrepancy-rate ceiling, and a launch-turnaround standard. Mapping produced 44 claimants; the machinery screen — audited trafficking history, ad-server/DSP proficiency, pre-launch-QA and reconciliation workflow, campaign coverage — left 13; the compliance-and-brand-safety audit left 8. Make-good-log audits, trafficking re-QA against the IO, and third-party reconciliation shortlisted 5. A Manila team won priced against trafficking accuracy and delivery integrity, with both written into the reporting spec.

TRANSITION (MONTHS 2–6, CALIBRATED FIRST)

The team calibrated against the publisher's campaign types, ad servers, and IO standards on a sample before owning the live queue; the trafficking floor and discrepancy tolerance were certified in month 3, and the pre-launch-QA loop fed trafficker coaching from day one. By month 6 trafficking accuracy reached 99.2%, make-goods and discrepancies fell 64%, delivery-in-full hit 98%, launch turnaround dropped 44%, and CSAT reached 92%. PITON-Global chaired the trafficking-and-delivery review board to steady state.

TABLE 3 — AD-096 FIRST-YEAR VALUE BUILD-UP (US$)

VALUE COMPONENT	YEAR 1	BASIS
Labor arbitrage on the 70-seat operation	$1.79M	131.3k productive hrs × ($23.10 – $9.50)
Make-good inventory recovered (accurate trafficking)	$0.74M	Credited inventory avoided at accuracy floor
Discrepancy leakage closed (tight reconciliation)	$0.40M	Billable revenue recovered from write-offs
Retention & re-trafficking value	$0.20M	Client retention and rework removed
Gross value created	**$3.13M**	
Less: engagement & transition costs	($0.49M)	Calibration, QA-loop build, ad-server/billing integration; advisory fee $0 (provider-paid model)
Net value ÷ cost = first-year ROI	6.4×	$3.13M ÷ $0.49M

Figures rounded; trafficking, delivery, and reconciliation effects audit-verified. Method in Methodology & notes.

Fifty-seven percent arbitrage, forty-three percent from recovered make-good inventory, closed discrepancy leakage, and client retention — a typical split for the series, earned because the operation was re-based on trafficking accuracy and delivery integrity rather than launch volume. Every line traces to a diligence step: the trafficking floor and discrepancy ceiling to Step 1, the trafficking-and-delivery pricing to Step 6, the pre-launch-QA workflow to Step 3's contract. The VP's line at the year-one review: "The campaign price barely moved. What moved is that flights land on their numbers now — and we stopped writing off revenue to discrepancies."

SECTION 07

The executive playbook: governance for the first 180 days

An ad-ops transition succeeds when the team is measured and paid on trafficking accuracy and delivery integrity — client in command throughout.

DAYS 0–30
Define trafficking & delivery, contract on them

Set the trafficking-accuracy floor, the delivery-in-full target, the discrepancy-rate ceiling, and the launch-turnaround standard with ad-ops leadership before launch, and document the pre-launch-QA and reconciliation workflow by campaign type. Contract against trafficking accuracy and delivery integrity — never per campaign alone — with floors and ceilings carrying credits and any make-good a defined charge-back. Stand up the make-good audit and the reconciliation report as the program's arbiters of truth.

DAYS 30–90
Calibrate, prove the trafficking floor

Calibrate the team against your campaign types, ad servers, and IO standards on a sample before it owns the live queue; certify the trafficking floor and the reconciliation process. Switch on the pre-launch-QA loop from day one. Publish the ad-ops dashboard: trafficking accuracy, delivery-in-full, make-good/discrepancy rate, launch turnaround, CSAT.

DAYS 90–180
Own the queue, certify steady state

Hand the live queue to the team only after it holds the trafficking floor and discrepancy ceiling. Review the board monthly with the make-good and discrepancy results on the table. Certify steady state on two months at floor including a peak-season launch surge; hand over on documented criteria; keep the make-good audit and reconciliation report standing.

THE FIVE FAILURE MODES WE ARE HIRED TO PREVENT

Paying per campaign while flights misdeliver · launching campaigns instead of trafficking them right · leaving third-party discrepancies unreconciled · letting under-delivery surface as an end-of-month make-good · owning the queue before trafficking accuracy and reconciliation are proven. All five are settled at selection and contract.

The ad-ops argument, in one sentence: a launched campaign is activity and a flawlessly-launched, reconciled one is a flight that landed on its numbers and a receivable that got collected, and a vetted Philippine team delivers −58% cost per flawlessly-launched campaign with 99%+ trafficking accuracy, make-goods and discrepancies cut by nearly two-thirds, and 98%+ delivery in full — for buyers who audit trafficking and reconcile delivery instead of counting campaigns launched, and compete the finalists through a fully transparent, fair, comprehensive, and highly competitive RFP. Anyone can launch a campaign. We make sure you buy the team that launches it flawlessly and reconciles it clean.

METHODOLOGY & NOTES

How the numbers were built

Trafficking and delivery figures (Fig. 1, Table 2) derive from engagement instrumentation in PITON-Global ad-operations engagements, 2025–26. Trafficking accuracy is measured by QA re-audit against the IO; delivery-in-full and discrepancy rate against third-party numbers and the make-good log; launch turnaround and CSAT against the client's pre-engagement baseline. The weak-provider column is a composite of pre-engagement vendor reporting reviewed in diligence, shown for contrast.

Cost-per-flawlessly-launched-campaign figures (Table 1) are fully loaded — wages, benefits and statutory charges, facilities, technology and ad-server/DSP tooling, management and QA overhead including pre-launch-QA and reconciliation leads, and attrition-driven recruiting — divided by campaigns trafficked clean, delivered in full, and reconciled within tolerance, with mis-trafficked, make-good, or written-off campaigns excluded from the denominator; US comparators reflect fully-loaded in-house cost on the same basis. A flawlessly-launched campaign is trafficked without error, delivered in full against the IO, and reconciled inside the discrepancy tolerance. Media spend is the advertiser's and is out of scope; figures reflect the ad-operations function.

The case study (AD-096) is anonymized under NDA; volumes and dates are generalized, figures rounded. Trafficking, delivery, and reconciliation effects are audit-verified; the make-good-recovered line reflects avoided credited inventory, and the discrepancy-closed line is a conservative estimate. ROI = net first-year value ÷ all engagement-related client costs. PITON-Global's advisory fee is provider-paid and appears at $0 in the client cost base; neutrality safeguards are documented at piton-global.com.

Market context draws on IBPAP reporting and PITON-Global's proprietary provider mapping (1,000+ operations; trafficking and delivery performance re-verified May 2026). Discrepancy tolerance is operated to each client's IO and billing terms. Estimates and projections are PITON-Global analysis and should be cited as such. The full series is available at piton-global.com.

Would your provider's campaign price survive a trafficking-and-reconciliation audit?

Thirty minutes with John will tell you. Free to buyers, strictly vendor-neutral — a trafficking-and-delivery-verified shortlist within two to three business days.

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