

Case Study

TECH
ADS &

 **PARASOFT®**



**Redefining software marketing:
how Parasoft leveraged advanced
audience intelligence to achieve
high-impact results at scale.**

12 Years of industry leadership in digital advertising

For over a decade, TechAds has been at the forefront of innovation in digital advertising. As an industry leader in AI-driven display campaigns, we empower brands to reach the right audience with unmatched precision. Our expertise spans cutting-edge targeting technologies, programmatic advertising, and real-time data optimization, ensuring that every campaign delivers measurable business impact.

What sets TechAds apart is our process-driven approach. We don't believe in guesswork—every strategy is rooted in market intelligence, refined through continuous optimization, and aligned with the specific objectives of our clients. This methodology has enabled us to drive scalable growth for some of the most respected brands across IT, software, and embedded systems industries.

With a portfolio spanning 59,989 premium websites and applications, our proprietary technologies—including Quantum AI Targeting® and Direct2Basket®—have redefined how businesses connect with their audience. Whether it's demand generation, lead conversion, or omnichannel engagement, TechAds ensures that every touchpoint maximizes ROI.

Our clients



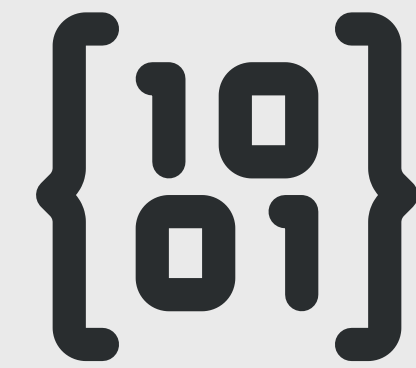
We offer a wide range of premium, patented targeting capabilities



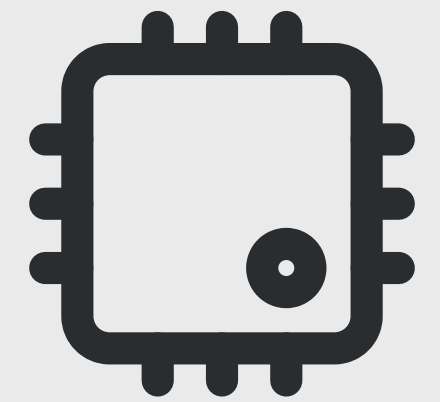
app data



premium sites



software



hardware



content



social media



hyper local



intent data

Our campaigns operate at both global and hyper-local levels

With access to over 59,989 premium media outlets, including but not limited to:

The New York Times

WSJ



media
dpg

fd.
het financieele dagblad

Forbes

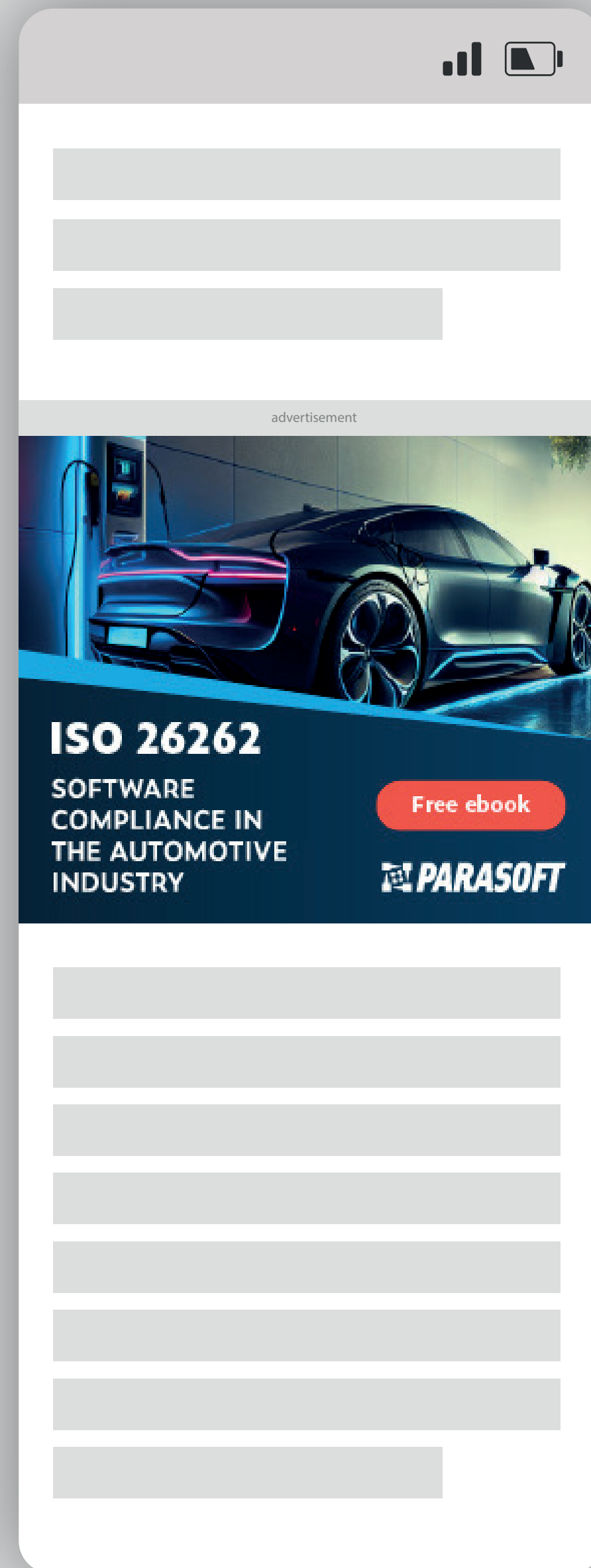
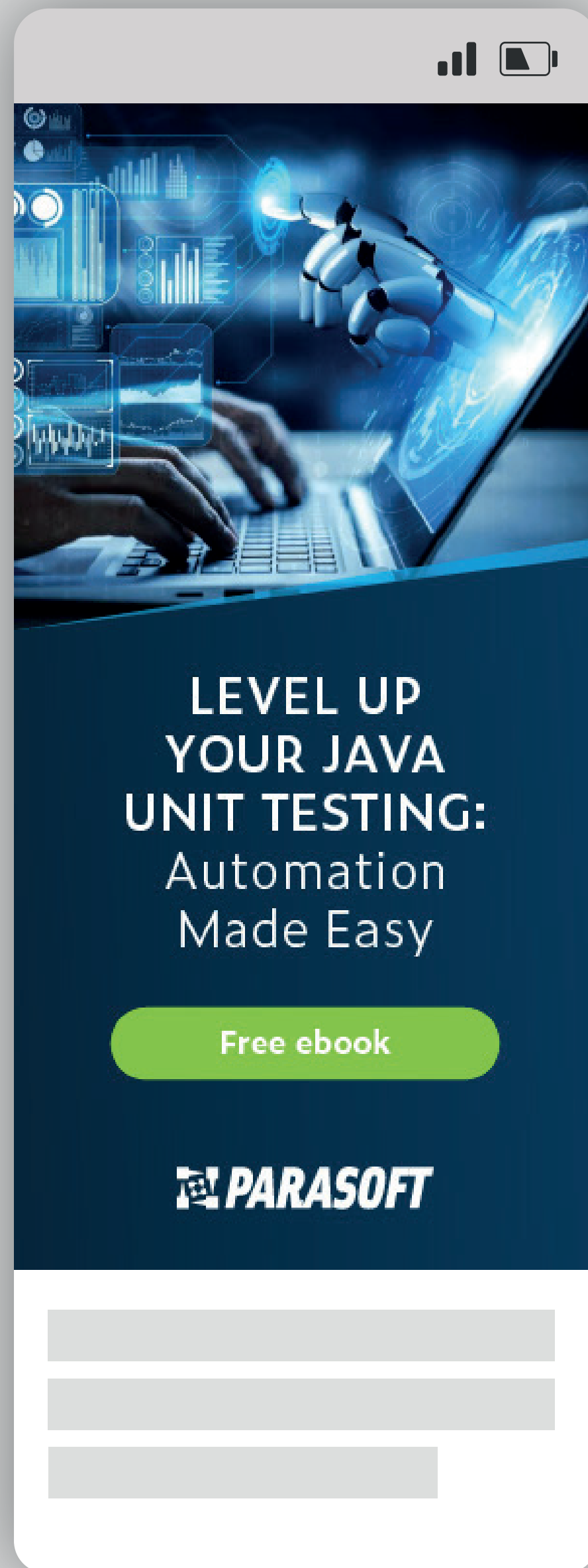


Unlike standard networks, our platform prioritizes high-engagement environments, ensuring that every impression has the potential to convert.

AI-driven performance marketing for Parasoft

Parasoft faced a challenge: how to effectively engage CTOs and compliance specialists in a niche market. Conventional digital strategies were inefficient and costly





Unstoppable performance: achieving a 3.2% CTR with precision targeting

When execution is flawless, performance follows. This campaign set a new benchmark by achieving a 3.2% CTR, far exceeding industry standards. The combination of precision targeting, data-driven optimization, and high-impact creatives led to 580% ROI within just 14 days.

ISO 26262

SOFTWARE COMPLIANCE IN THE AUTOMOTIVE INDUSTRY

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JOSEPH GOUGH

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. By RIVER AKIRA DAVIS



RICHARD A. BROOKS/AGENCE FRANCE-PRESSE — GETTY IMAGES

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. By RIVER AKIRA DAVIS and NEAL E. BOUDETTE

THE MIDDLEMEN

Giant Companies Took Secret Payments to Allow Free Flow of Opioids

Drugmakers including Purdue Pharma paid pharmacy benefit managers not to restrict painkiller prescriptions, a New York Times investigation found.

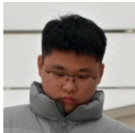
. By CHRIS HAMBY



A Look Inside Huawei’s Phone Shows How China’s Chip Advance Has Stalled

An analysis of Huawei’s latest series of smartphones, the Mate 70, found chips that showed little progress from those used in last year’s devices.

. By MEAGHAN TOBIN



AI-driven hyper-targeting

By leveraging job role profiling, behavioral data, and industry-specific insights, we developed highly refined audience segments tailored specifically to the most valuable prospects.

Through continuous and detailed analysis of user behavior, combined with advanced predictive modeling, we pinpointed the exact moments when key decision-makers were most receptive to engagement, strategically timing each interaction to maximize relevance, resonance, and impact.

This sophisticated hyper-targeting methodology enabled precise and efficient budget allocation, ensuring marketing investments were directed exclusively toward audiences with the greatest potential for conversion and business growth.



Results

80% higher engagement rates than traditional B2B campaigns.

50% reduction in cost per acquisition, optimizing budget efficiency.

Highly targeted lead generation, ensuring optimal marketing spend on high-value, conversion-ready prospects.

With over a decade of experience in innovative digital solutions and a proven track record with international market leaders;

TechAds is the strategic partner for your future.

Contact us



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“Invest in technology before your competitor does.”

Eduard Nandelall
CEO