



AdsPostX is a Seattle, WA, USA-based company whose operating mantra is to serve the retail media market with efficient technologies to drive higher yields and better outcomes for all our stakeholders.

AdsPostX offers a flexible, fully managed solution to engage your customers and drive more revenue post-transaction.

Engagement Overview

Crownstack engaged with AdsPostX since 2022 as an engineering partner to support its existing platform and new features. The scope of the project involves both Frontend and Backend. The team work with the AdsPostX technical team to make the product more efficient and easy to use with maximum output.

About the Customer

AdsPostX helps online retailers create value from e-commerce publishers and those interested in finding their next customers. The company aims to be a vital partner in driving higher yields for retail media publishers and better outcomes for all stakeholders.



Industry	Advertising Service
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Business Challenges

- AdsPostX aims to show Pre/Post transaction Ads to Users through various big platforms.
- To be unique, they wanted their product to be fast, reliable and easy to use.
- AdsPostX had to make sure a Publisher could do all sorts of customisation using Publisher Dashboard, and supeAdmin had access to all of it.
- The Product should look clean and elegant.

Business Solution

- The team integrated multiple features across the dashboard to make it easy to access things without going too deep into the web application, which, in the end, enhances the user experience.
- Fixed existing issues with the Main Product (WebSDK) and made mobile responsive.
- The team also created three new implementations, MOU and Embedded, for both SOU and MOU and a new Product Offerwall.

Technology Stack

Frontend	React, Svelte Kit
Backend	Node
Workflow	Slack, Github, Figma, JIRA

Business Outcome

- The user experience is enhanced on the SDK. It's made Super Admin work much easier and more efficient.
- A publisher can now have easy access to every feature.
- New SDK Implementation has brought more ways to display AdsPostX offer units based on the use case of the publisher.

Further Links

[Learn More About Crownstack's Offerings](#)

[Learn More about AdsPostX](#)