Marketers and Tech Providers Share a Common Goal: Feasibility

Editor’s note: This piece is part of our Columnist Network series, which explores the tactical thoughts and actions from Adweek’s community of high-level experts. Today, Ad-Lib.io’s Adit Abhyankar discusses the common pitfalls of the proof of concept method. Below, in his own words, he shares four questions to keep in mind when testing and adopting ad-tech solutions.

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