VERTICAL: ADTECH

Leading AdTech Company Drastically Improves and Optimizes Its Clients' Ad Spend with Qubole

About the Company

A leading global communications company provides performance optimization services for marketing and advertising campaigns for its clients, among other business operations that span advertising, public relations, communications, and media. The company works directly with clients to deliver real-time data insights that increase the effectiveness of their media advertising campaigns.

Maximizing Business Value While Minimizing Spend

In the AdTech industry, timely analysis of data is critical to delivering the best messaging at the right time to the right viewers — and at the lowest possible cost. In a crowded field, this global communications organization must ensure they offer clients an optimized ad funnel strategy that maximizes effectiveness while minimizing ad spend.

Data bottlenecks also posed a significant problem to the business, leaving traders, analysts, and account executives without timely access to the information they needed to help clients succeed. The company wanted open access to in-depth, timely reports and analytics that would make campaign-related decisions as fast and simple as possible.

Adopting a More Flexible, Scalable Data Platform

Data leaders at the communications company selected Qubole to help clients achieve maximum results from ad campaigns. By moving master data, log files, and raw vendor data from Amazon Redshift into Qubole, the data team is able to more effectively aggregate and analyze information.

With Qubole, the data team can also code in the language of their choice. The team can compile user-level data consisting of large log files (such as web logs, site visits, and visit frequency) and perform SQL coding with Presto. Qubole also makes complex processing easier for the company's data team by allowing them to leverage R and easily share code with others.

Furthermore, the data team now has the ability to leverage both historical and real-time data for a comprehensive portrait of campaign performance. Information about past queries and historical results allows the data team to identify performance trends, while the incorporation of new data such as ad hoc CSV data and web crawler data copied from Amazon S3 provides a more dynamic view for ad campaigns.

Internal Use Cases

Ensuring Timely and Cost-Effective Auction Bids

Qubole enables the company's data users to review and analyze auctions for programmatic ads, ensuring auction bids are effective and cost-efficient. Users are able to analyze log data for impressions won, identify bid purchases, and explore the cost impact of first-price auctions compared to second-price auctions. All of this information allows traders to clearly identify which inventory to purchase and helps analysts to better serve clients. What's more, account managers are able to offer prospective clients a competitive advantage for auction bids.

Saving $4 Million by Increasing Forecast Accuracy Reducing the Margin of Error

Errors entered by traders can significantly impact the communication company's profit margins as well as their relationships with clients. Using Qubole, the data team was able to run analyses that identified and reduced a significant number of errors amounting to $4 million. Now traders can use a single platform to improve the accuracy of margins from bids by analyzing the data across all of their campaigns.

Eliminating the Data Expertise Requirement

Using Qubole, the organization is able to feed information directly into their business intelligence (BI) platform for digestion by data users. Now the organization requires only a team of five to build out analytics capabilities and make reports readily available through Tableau. As a result, the company's more than 250 data users — including traders, analysts, account managers, and executives — have self-service access to their desired reports, analytics, and insights.

Client-Facing Use Cases

Improving Ad Campaign Performance with More Timely Intelligence

The data team aggregates data from many sources including ad servers, reports from partners, and offline sources. Before Qubole, cleaning and compiling this data in Microsoft Excel took three full days to complete. However, Qubole's centralized data repository and easy access allowed the data team to reduce the time needed to prepare data down to a single hour.

Now, the client-serving team can rapidly convert billions of records into actionable insights about reach, ad frequency, user behavior, and data enablement. The analyst team uses these insights to adjust campaigns much earlier than was previously possible, giving them additional time to determine the effectiveness and perform more complex tests such as A/B testing. Client advisers can provide clearer recommendations on where to shift ad spend among digital channels, resulting in increases in website visits and order quantities.

Optimizing Advertising Mix and Frequency

By analyzing data collected about user visits and ad conversions, the company was able to focus on optimizing their ad frequency. Through the data, they discovered that users exhibited a variety of patterns: some visited a single site 15 times before purchasing, while others visited three websites on three occasions before converting. The team then built a recommendation engine to determine the frequency of ads per website — which includes granular findings the company found to be superior to Google Analytics. For one advertiser client, ad frequency changes identified using this recommendation engine resulted in annual savings of $320K.

The End Result: Greater Efficiency and Visibility

With the depth of analytics and insights available through Qubole, the communications company empowers hundreds of users to actively work with data and implement performance optimizations that significantly impact client advertising programs.

One project planned for the near future involves reducing the amount of time traders spend aggregating data from different sources to manage client campaigns. A Qubole dashboard is in the works so that traders will spend 10 to 15 percent of their time on data collection and analysis — a drastic reduction from the current average of 60 percent.

Qubole's Value at a Glance

Eliminated data bottlenecks

- Reduced data preparation time from three days to one hour
- Provided self-service access for traders, analysts, and account managers
- Needs data team of only five to support 250+ users

Optimized clients' ad campaign performance

- Recommendation engine built on ad frequency insights delivered annual savings of $320K to one advertising client
- In-depth analyses reduced margin of errors from $5 million to $1 million in one year
- Changes to ad campaigns resulted in an increase to client websites and order quantities
- Improved auction bid performance for clients while minimizing cost

About Qubole

Qubole is revolutionizing the way companies activate their data — the process of putting data into active use across their organizations. With Qubole's cloud-native big data platform, companies exponentially activate petabytes of data faster, for everyone and any use case, while continuously lowering costs. Qubole overcomes the challenges of expanding users, use cases, and variety and volume of data while constrained by limited budgets and a global shortage of big data skills. Qubole offers the only platform that delivers freedom of choice, eliminating legacy lock in — use any engine, any tool, and any cloud to match your company's needs. Qubole investors include CRV, Harmony Partners, IVP, Lightspeed Venture Partners, Norwest Venture Partners, and Singtel Innov8.

For more information visit **www.qubole.com.**