

“ Our ad requests produce more than 5 million monthly conversions. With Talend, we can quickly determine how well our advertisers and publishers are doing. ”

Greg Lontok, VP, Data Science at GlobalWide Media



Industry

- Media and Entertainment

Information

- HQ: USA
- 51-500 employees

Use case

- Media campaign management

Challenge

- Campaign insights out of reach

Talend product used

- Talend Data Integration

Partner

- Pacific Big Data

Results

- **60 billion ad requests** per day from over 240,000 websites
- **5 million monthly conversions** and \$3 billion in annual sales for the company's clients.
- From **30 minutes to seconds** to gain better and faster visibility into all the impressions, clicks, and conversions GWM captures

Getting up-to-the-second campaign insights

With offices throughout North America, Europe and Asia, GlobalWide Media (GWM) is a data-driven digital marketing leader that connects advertisers with publishers and audiences through a variety of online campaigns. The company serves 60 billion ad requests per day from over 240,000 websites and 70,000 apps, which in turn produce more than 5 million monthly conversions and \$3 billion in annual sales for the company's clients.

Campaign insights out of reach

Competition amongst media agencies is rife. Media agencies need to completely re-invent how they work in order to clearly and consistently add value to their clients' businesses. Data tells millions of stories about what people are doing and thinking immediately in real-time. It allows the right kind of message to be served to the targeted audience based on everything we know about them. Success is measured on metrics such as online click-through rates.

To ensure continued excellence in targeting audiences and helping customers build brand awareness, GlobalWide Media collects critical data with each captured conversion.

Of course, processing and leveraging such a high volume of data is not easy. The company relied on both internal and external tracking platforms not only to gather information on its campaigns, but also to generate reports that essentially converted its numerous data sets into valuable business intelligence. Following a corporate acquisition in late 2012, the number of sources, formats, and tools involved in compiling that data grew substantially.

Neither GlobalWide Media nor its newly acquired company had a single standardized ETL tool to help move data from various endpoints into the data warehouse and the reporting interface. It wasn't long before some of the acquired proprietary ETL tools began to break down—and repair was impossible. The tracking platforms could no longer handle the sheer volume of data, let alone the

processing required to compile the data into a readable format. Reports took ages to churn out—and sometimes the platforms would simply hang and crash.

Why Talend?

GlobalWide Media needed to rebuild its data warehouse implementation to consolidate the movement of data through the pipeline. At the same time, the company needed to rebuild its reporting functionality internally to remove the burden from the tracking platforms so that data could be turned into actionable insights faster.

GlobalWide Media needed to take over management of the ailing data warehouse setup and data integration woes. GlobalWide Media quickly turned to Jai Prabakaran and the consultants at Pacific Big Data for help.

Jai knew that larger implementations were cost-prohibitive. Fortunately, Jai and his group at Pacific Big Data had experience working with a more affordable, open-source data integration solution that he felt would be a good match for GlobalWide Media's needs.

“Talend was especially attractive because they had a community edition we could play around with and see if it met our needs.”

“We were basically in a fire drill situation and needed to get something up and running right away,” said Greg. “Talend had a very intuitive designer interface and it seemed to do everything right out of the box,” he added.

GlobalWide Media and Pacific Big Data kicked off the Talend implementation in the fall of 2014. Within three months, the project was complete.



Seconds to gain better and faster visibility into all media campaigns

Thanks to Talend, GlobalWide Media now has a streamlined, consolidated data warehouse infrastructure. Previously, the company depended on a hodgepodge assortment of ETL tools; Talend Data Integration now singlehandedly orchestrates the movement of all data between the different phases of the data warehouse pipeline, first integrating and processing data files from the numerous endpoints covered by the tracking platforms, and then loading it into the data warehouse. GlobalWide Media now uses Tableau as its primary reporting tool, connecting directly to its Vertica database cluster.

The results have been astounding. Feedback from GlobalWide Media's business users indicates that reporting has sped up dramatically. The tracking platform used to take upwards of 30 minutes to generate a report for large data sets - or it would just hang. "Now we've got that down to a couple of minutes, or even seconds on a smaller daily report. Talend Data Integration is pre-aggregating data all through one tool, while Tableau enables local caching so when users actually run reports today, the entire process is optimized."

This optimization and time saving ultimately translates to real business advantages for GlobalWide Media. The company is now able to gain better and faster visibility into all the impressions, clicks, and conversions it captures so it can quickly determine how well its advertisers and publishers are doing - and then use those insights to shape its services and customer lifecycles. This is a vital asset to media agencies looking to deliver unique value from big data that clients cannot readily achieve on their own.

Moving forward

Greg and his group are so pleased with how Talend works that they are looking at using it as a company-wide data integration tool. "We have a lot of engineering teams that pull data from the same sources that we use. Rather than have them all using different processes, we can centralize everything on Talend."

In addition, Greg is interested in leveraging their newly centralized data store to run more advanced real-time analytics and machine-learning algorithms.

"Having the data in one place makes it easier to do specific feature extractions and engineering, which further helps us fine-tune our client offerings."

"Talend's ease of use, intuitive designer interface, collaborative development environment and robust feature set made it the right solution for us," concluded Greg.

