



Case Study

INTEGRAL AD SCIENCE PERFORMS FAST AD HOC ANALYSIS OF ONLINE AD CAMPAIGNS

Company

Integral Ad Science

Industry

Ad Technology

IgniteTech Product

Infobright DB

Customer Website

www.integralads.com

Integral Ad Science is an American privately owned technology company that analyzes the value of digital advertising placements. Integral Ad Science is known for addressing issues around fraud, viewability, brand risk and TRAQ, a proprietary media quality score.

OVERVIEW

Integral uses proprietary algorithmic modeling and human verification to rate the brand safety of content on commercially supported web pages via the Integral Content Rating System.

Integral's rating system provides an independent, third-party content-rating and certification platform to help standardize and better control the online advertising ecosystem. With Integral's proprietary Firewall product, marketers' advertising only appears on sites with content deemed by the marketer to be consistent with brand image and corporate philosophy. Integral enables ad networks to monitor their inventory performance and provides a third-party certification of publisher site content.

CHALLENGE

With double-digit growth in the number of campaigns managed each month, and hundreds of millions of rows of data streaming in every day, Integral was looking for a faster, more scalable alternative to its existing database. This database is available to Integral's customers for reporting and analyzing the data collected about their advertising campaigns.



SOLUTION

After reviewing various options, Integral selected IgniteTech's Infobright DB as its analytic platform that enables clients — including publishers, advertisers, networks and agencies — to perform fast ad hoc analysis of online advertising campaigns.

Integral also implemented a Hadoop cluster that stores all of the detailed data, from which data is extracted and loaded into Infobright DB. The combination of Infobright DB and Hadoop lets organizations leverage Hadoop's large-scale distributed batch processing benefits with Infobright DB's fast ad hoc analytic capabilities.

LEARN MORE

To learn more about how IgniteTech's Infobright DB solution performs interactive and complex queries for better and faster business decisions, visit ignitetech.com/infobright-db.

