Infobright DB

Case Study

INFOBRIGHT DB DELIVERS COMPETITIVE ADVANTAGE TO HELLOWORLD

Company
HelloWorld

Industry
Marketing Technology

IgniteTech Product
Infobright DB

Customer Website
www.helloworld.com

HelloWorld provides multi-channel digital engagement solutions to enable brands to create a dialogue with consumers on web, social, mobile and integrated point of sale systems. HelloWorld has created promotional campaigns, CRM programs and loyalty solutions in 44 countries for clients such as Coca-Cola, Microsoft, The Gap, Lenovo, NHL, Yahoo!, P&G and AT&T. HelloWorld's powerful combination of native technology and marketing strategy allows brands to create unforgettable interactions, drive consumer demand and accelerate growth.

Analytics are at the core of HelloWorld's solutions, enabling customers to understand and optimize campaign performance. HelloWorld collects dozens of metrics on every client program to calculate results, such as who registered, interacted with promotional components or signed up for future contact.

Internal HelloWorld analysts also evaluate promotions to provide tactical and strategic recommendations to improve campaign ROI. These recommendations can range from how to best organize a campaign flow, whether a promotion should be mobile optimized or when to include a Twitter, Instagram or Pinterest component.

CHALLENGE

With five acquisitions since 2011, fast-growing HelloWorld needed to integrate several disparate data marts. Customers and analysts found it cumbersome to perform analysis across the various platforms, which limited insight into total campaign performance. In addition, data volumes were growing steeply, nearly doubling in size each year over the past several years.

As data volume increased, data upload times and query performance suffered as well. Online behavior turns on a dime, so customers needed access to results in near real-time to fine tune promotions.

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> "Our operational databases did a good job of housing our day-to-day data, but they weren't able to scale up to the data loads and query volumes we need for an analytics solution. The company needed an integrated analytic database to manage all data — regardless of its source — as well as enable fast, flexible analytics for customers and internal analysts."

Jeff Sturm
Architect
HelloWorld

WHY IGNITETECH'S INFOBRIGHT DB

HelloWorld turned to IgniteTech's Infobright DB as the analytic and storage engine for all the data streaming into the Hello- World platform. Social graph data alone translates into over 300 million rows of data. HelloWorld selected Infobright DB for its simplicity and power.

Infobright DB delivered:

- **Short learning curve.** A MySQL shop, HelloWorld was looking for a solution that leveraged their existing database knowledge. Unlike other solutions they evaluated, Infobright DB did not require developers to learn a new technology and enabled the IT staff to easily install and test the solution.

- **Deep compression.** Infobright DB delivered 10:1 compression, greatly reducing storage and hardware requirements. "I haven't found another product that does it as well as Infobright," says Sturm. By taking disk management considerations out of the equation, Infobright made overall design, tuning and optimization simple and fast.

- **Low-touch administration.** Since ePrize doesn't have a team dedicated solely to database administration, it was critical that ongoing administration be simple and hands-off. Infobright easily met this requirement. "Infobright just runs itself," says Sturm. Because of Infobright DB's low-touch administration, Sturm was able to shift more IT resources to new product design and development.

- **Fast data upload.** With Infobright DB, HelloWorld delivers two sets of dashboards: the standard dashboard which updates every 24 hours, and a real-time dashboard which refreshes every 15 minutes for ongoing promotions. Infobright DB's ability to import millions of data records each morning by 8:00 AM without impacting performance of analytic queries exceeds client expectations.

- **Simple, ad-hoc querying.** With Infobright DB, analysts can readily create iterative, ad hoc queries that uncover deep patterns and insights — such as conversion from media campaigns or time spent within a Facebook application — to improve customer ROI.

- **Simple integration.** Infobright DB easily integrated with the MicroStrategy dashboard and the Pentaho ETL components of the project.

> "With our traditional data marts, we were afraid of offering ad-hoc capabilities since we didn't know how they would turn out. With Infobright, we routinely offer this capability and are now able to make better recommendations to our customers," says Jeff Sturm, Architect, HelloWorld

WHY IGNITETECH'S INFOBRIGHT DB

Customers and analysts can now cross-analyze any data any way they chose. They can drill down in unprecedented ways and segment prospects more accurately, even as the data is being continually refreshed in near real-time.

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.

"Having a robust analytics package is a huge differentiator for us. With Infobright, HelloWorld offers our customers analytic capabilities that are far ahead of what competitors offer in terms of speed and flexibility. Our customers appreciate getting fast and actionable insight into their campaign results."

Molly Disend
Product Analyst
HelloWorld

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