AURIQ

AuriQ Essentia
Helps Marketers Harness Big Log Data

The Client

mediamind™

MediaMind Japan is a leading digital media and advertising company servicing top brands, whose digital ad management and distribution platform services thousands of advertisers and agencies worldwide. A key component of their campaign management offering is in-depth analytics to help their customers optimize their campaigns and validate their marketing spend.

The Challenge

MediaMind's existing analytics offerings allowed clients to pull pre-defined reports from the platform. Recently, many of their customers have requested more customized reports and shown an interest in digging deep into their MediaMinda ad server log data. But finding valuable information in unstructured, big log data is expensive and extremely time-consuming. Customers were given access to analyze the logs for themselves, but the volume of the data in the logs was overwhelming. In most cases, customers requested support from MediaMind to help analyze their ad log data.

Starting with an existing Hadoop-based processing system, MediaMind ran into a number of challenges while trying to respond to specific requests.

1   **In order to begin the process, ad logs from multiple servers first need to be cleansed and merged. Each log contains millions to billions of lines of unstructured data and this task alone can take days or weeks to accomplish using their current tools.**

2   **Drawing out worthwhile analysis from this data requires running numerous, complicated queries – sometimes running into the thousands. Again, using only existing tools, execution of this task could add more days or even weeks to the process.**

The high cost and long turnaround time presented by MediaMind to their customers was not ideal, which made many customers choose to defer the analysis altogether, leaving them dissatisfied and looking elsewhere for answers.

The Solution

In Q1 2013, MediaMind was introduced to AuriQ Essentia through one of their consulting data strategists who had worked with AuriQ in the past.

AuriQ Essentia is a cloud based service that makes it possible for businesses to obtain value from unstructured big data logs quickly and cost effectively. Innovative technology from AuriQ dramatically increases processing speeds and simplifies the task of working with unstructured data.

- **ETL is performed directly on compressed raw data files bypassing time-consuming decompression and loading.**

- **Blazing fast query analysis is achieved by processing the data in memory instead of to disk, as well as parallelization which makes it easy to scale out by simply adding nodes.**

- **Processing can be done in batch or streamed via API to achieve near real-time analysis.**

- **Visualizations for insightful review can be quickly developed using a wide range of tools.**

- **Essentia, run on Amazon Web Services cloud infrastructure, offers unlimited scalability. No physical hardware need be purchased or maintained. Running on AWS also ensures high availability and data security.**

MediaMind didn't waste any time in testing the capabilities of Essentia, and applied it toward analyzing the log data of a large client who wanted to conduct detailed attribution modeling. This required correlating the log data from MediaMind's ad logs and the customers web logs, which was not an easy task to accomplish using Hadoop. By using Essentia, MediaMind simply had to upload the data and specify the type of analysis they wanted to run. The data experts at AuriQ processed billions of rows of log data, joined and correlated key values across the different logs, applied multiple attribution algorithms and output the results. The data was used to generate a report that clearly showed the combination of ads, media, and channels that worked best which the client could use to shape future campaigns and maximize the value of their ad spend. All this was done at 1/10th of the time it would've taken to run on their existing solutions at a price that their client found more than reasonable.

The Results

MediaMind has used AuriQ Essentia for a number of other customers for attribution modeling as well as other complex analyses of big log data. In all cases, gains in terms of time to prep, load and process data were 10-1000 times faster at one-tenth the cost of their pre-existing solution. The faster turnaround allowed their clients to gain insight into their customer journey, optimize their marketing spend, and better target their campaigns. Rather than wasting money on bad campaigns they were able to support the successful ones and eliminate the others. With near real-time insight into customer behavior, results are easy to quantify

With the success of their early deployments, MediaMind Japan and AuriQ partnered to provide the Essentia service to more of their customers. By the end of 2013, more than a dozen clients have subscribed with more entering the pipeline every month. By using Essentia, they have been able to better meet the analysis needs of their clients and add a new source of revenue.

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