

Enabling Growth in AdTech

AdTech Lives on Data

Quick access to reliable data is important for success in every industry. But it's a matter of business life and death for adtech. An adtech company runs thousands of servers for their clients, serving up digital ads and gathering data on multiple aspects of each ad. Every ad they serve up generates a significant amount of data, and across the internet ads are being served up constantly. All of that data needs to be seamlessly aggregated from the logs generated in each server. From that data, they generate reports that they present to their advertising agency clients.

Growth and Competitive Advantage Hinge on Data Platforms

In an industry as data-dependent as adtech, having the right data capabilities and technology in place is vital. In today's fragmented media environment, data drives every aspect of advertising, from creative concept to audience targeting to placement and frequency. And advertisers expect data to be shared to provide real-time, objective measurements of success.

In the dynamic and fast-changing adtech industry, ad servers need to have the capabilities and capacity to rapidly scale their operations and related data flows. Industry players with capacity constraints that limit their ability to quickly take on new business or their flexibility to adjust to demand shifts risk being left behind. When the competitive ecosystem suddenly shifts, companies need to be ready to move in immediately to take advantage of the new opportunity. And in the fourth-quarter holiday season, for example, retail businesses significantly increase their ad spend, and ad servers often hit operational capacity serving their existing clients.

Why This Solution?

Snowflake and DAS42 have developed customized techstack solutions that meet datacentric organizations' needs for modern robust platforms, transparency into the data pipeline, and the efficiency of industry standard tools to support their business growth. These solutions also deliver the data environment adtech companies need to thrive, facilitating information sharing across organizations, and producing standard, accurate data that can be accessed by frontline managers and senior executives alike.

DAS42 has extensive experience building modern, simplified techstacks based on Snowflake and Airflow. Snowflake provides the robust scalable platform ad servers need to house data in a single, consistent place. Airflow is an open-source industry standard data pipeline tool able to gather data from ad servers, centralize it, and bring it into Snowflake's cloud data warehousing environment. Techstack solutions bringing together the power of Snowflake with Airflow – including its new 2.0+ versions – allow adtech companies to scale to meet client and market needs while gaining efficiency and cutting costs.

Snowflake delivers the Data Cloud – a global network where thousands of organizations mobilize data with near-unlimited scale, concurrency, and performance. It is the go-to cloud-based data warehouse for supporting the cutting-edge solutions today's marketing and adtech companies need.

DAS42 provides cloud-based data analytics consulting to build the modern data platforms that help executives and managers in adtech and other industries reduce the time to actionable insights and empower them to make better decisions, faster.

Case Study

The logo for Flashtalking, featuring the word "flashtalking" in white lowercase letters on a dark blue background, followed by two white quotation marks.

Flashtalking is an adtech firm that offers solutions including advertising campaign management and personalization to

industries ranging from automotive to retail. Its reporting platform and advanced analytics capabilities are key differentiators, and the company promotes itself as the leading independent global ad server for advertisers who value control of their own data.

Flashtalking processes 1 trillion ad impressions for its clients in real-time every month. Each ad generates significant data – campaign details, devices used, clicks, and more – all aggregated from each server's log. Detailed reports are then created and presented to clients.

To handle increasing volumes and to be positioned to take advantage of market opportunities, Flashtalking's engineering team was looking for a robust platform to improve their workflow with greater data transparency, and scale their business with state-of-the-art industry tools.

Working with DAS42 and Snowflake, they were able to replace their existing data platform with a modern, scalable platform that could accommodate growth and seasonal volume fluctuations without any business disruptions.

The Solution

DAS42 worked with Flashtalking engineers to understand their existing homegrown systems and their data needs. Using Snowflake as a technology partner, DAS42 gave them a scalable platform housing legacy and newly

generated data in a single, reliable place. Legacy data was seamlessly migrated to their new platform through Amazon's Elastic Compute Cloud (EC2) and Simple Storage Service (S3).

Snowflake's rich library of SQL functions, including HLL and MD5, were instrumental in recreating the transformations being performed by Flashtalking's existing architecture. Customized User Defined Functions were also created to handle some of the more difficult transformations. The ability to unload data back to S3, particularly in JSON format was integral to the solution.

With its new, simplified data analytics platform, Flashtalking now has excellent visibility into every detail of its pipeline, fewer vendors to deal with, and a much easier system to manage. Most importantly, the new platform allows the company to grow its operations and better serve its customers, even after its merger with another adtech firm, Mediaocean, and the integration of their data platforms.

Business Outcomes

- "Flawless" data processing of 1 trillion ad impressions a month, according to Flashtalking's CTO
- Flexibility to scale and to take advantage of changing business conditions and an evolving competitive ecosystem
- Uninterrupted operations and data processing throughout merger with another adtech company

Want to Learn More?

Find out how DAS42 and the power of Snowflake can build the scalable, flexible data platforms that are vital for success in today's adtech environment. Contact DAS42 to talk about how customized techstack solutions can solve your data challenges.

About

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