



Customer Case Study

Industry: Online Analytics

Overview

Headquartered in Australia, Effective Measure provides cutting-edge digital audience measurement, website rankings, Internet demographics and market intelligence for website publishers, media agencies and digital marketers. Effective Measure helps businesses increase their online profile. The company, which is now offering services in Australia, plans to expand into Asia/Pacific and the Middle East. For more information, visit www.effectivemeasure.com.

Challenge

The data provided by Effective Measure increases visitation, client visibility and advertising revenue by providing independent third-party analytics to publishers and advertisers around the world. Their patent pending Digital Helix methodology provides a more accurate, more representative view of the digital marketplace.

To do so, Effective Measure's business requires analyzing massive amounts of data. The company is already processing 140 to 150 million records per day, just in the Australia market, and has automated daily, weekly, monthly and quarterly reports. Effective Measure needed a solution that could scale quickly and easily as they expand their business to Asia/Pacific and the Middle East. They also needed a highly scalable solution that offered broad capabilities and excellent performance but at an affordable price point.

Solution

Effective Measure selected Infobright Enterprise Edition (IEE) to power its new digital audience benchmarking solution. Effective Measure selected IEE because it delivered the powerful, scalable, easy-to-use analytic data warehouse capabilities the company needed at a much lower cost of ownership than any other solution.

“We looked at other solutions, but only Infobright combined the capabilities we needed with an attractive price and dramatically lower hardware requirements, ensuring the lowest possible total cost of deployment.”

Scott Julian, chief executive officer