



Customer Case Study

Industry: Online Ads/Analytics

Overview

Smiley Media brings online advertisers and content publishers together, matching demographic data with advertising content to maximize revenue for both constituencies. Working with more than 2,000 customers and business partners, the company serves online ads to end users, optimizing place offers and site traffic. Smiley Media has selected Infobright Enterprise Edition (IEE) to manage the increasing volumes of data that drive its online advertising business.

Challenge

In the last several years, Smiley Media's business has grown to such a degree that its existing solution could not keep up with the huge amounts of data that needed to be analyzed in order to understand and report on page view demographics, impressions generated and online user behavior. Prior to deploying IEE, Smiley Media could only generate reports on one month's worth of data at a time, and engineering resources had to be engaged in order to create different views of the data.

Solution

IEE enables Smiley Media to run reports on a much larger data pool than the company was able to manage with its previous solution. In addition, multiple reports can be run concurrently, and include data generated during three and six month time spans. Smiley Media is also running reports three times faster with IEE and their users can create new queries without IT intervention. Once the solution is fully rolled out, the company plans to provide access for up to 20 users.

“We've had a 50 percent increase in impressions generated during the first quarter of this year alone.

Infobright is enabling us to cost effectively support the data management requirements that are accompanying this growth, particularly the need to quickly churn out reports.”

Tuan Ta, senior systems engineer at Smiley Media