



Customer Case Study

Industry: Online Analytics

Overview

TradeDoublar is a global digital marketing company offering a range of performance-based marketing solutions that provide companies with the tools and expertise to drive results online, whether they are looking to generate sales or drive brand awareness. Headquartered in Sweden, the company boasts a unique global reach with local offices in 18 countries. With a breadth of expertise across multiple industry sectors and a network of more than 125,000 website publishers TradeDoublar helps deliver online results for over 1,600 advertisers globally.

Challenge

TradeDoublar's services require them to execute complex analytic queries against as many as 3 billion rows of data, demanding extensive aggregation. What's more, since the firm studies constantly changing clickstream data, the database had to be continually rebuilt, re-indexed and tuned. Before Infobright, TradeDoublar found that it could not quickly produce the detailed statistics and business analysis required, and in the most extreme cases, could not resolve the queries at all.

Solution

TradeDoublar evaluated Infobright for a statistically intense project. Infobright's analytic data warehouse software was loaded on a standard Dell SC1950 1U rack chassis server, demonstrating its ability to leverage the capabilities of off-the-shelf hardware. More than 3.2 billion rows of data were loaded into the Infobright solution at an average rate of more than 300,000 rows per second. Though data compression rates varied depending upon data type, Infobright compressed fact tables at a ratio of 39:1. Comparable operations performed on the company's Oracle 9 Enterprise Edition database (with partition option) were terminated after approximately two hours of processing. TradeDoublar purchased Infobright for its ability to produce analytical results rapidly, seamless interoperability with their MySQL database, and lower total cost of ownership. Now in production, the Infobright solution has resulted in faster loading speeds, automated indexing, 30X data compression and faster query times.

“Each month we process and analyze data generated by 20 billion online transactions. We are pleased by Infobright's performance and the fact that we now can get answers to questions we want to ask. Our IT group is impressed with how easy this solution is to maintain.”

Ola Udén, CTO of TradeDoublar