

## InMobi Powers Fast, Ad-hoc Analysis of Mobile Ad Data with Infobright

### Overview

InMobi is the world's largest independent mobile advertising network. With offices on five continents InMobi provides advertisers, publishers and developers with a uniquely global solution for advertising. The network is growing and now delivers the unprecedented ability to reach 485 Million consumers, in over 165 countries, through more than 77.6 Billion mobile ad impressions monthly. The recent acquisition of Sprout, a leading HTML5 authoring platform for mobile rich media, helps expand InMobi's offering to creative agencies and brands.

InMobi has deployed Infobright® Enterprise Edition (IEE) to deliver fast, ad-hoc analysis of mobile advertising data. IEE's ultra-fast query performance and deep compression capabilities will help InMobi deliver rich insights that mobile advertisers can use to optimize their campaigns and return on investment.

### Challenge

InMobi's Analytics service captures large volumes of data including over 76 billion mobile ad impressions monthly, consumer engagement data such as clickthroughs, user actions and a wealth of targeting information about handsets, network carriers, time of day, demographics, behaviors and more. Combining this data with user history and profiles enables InMobi to serve the most effective ads to each customer at the right time and to assess mobile ad performance against campaign objectives.

InMobi's challenge was that their existing database solution could no longer handle the huge volumes of data that they needed to analyze nor was it flexible enough to support the highly variable nature of their analytic demands. For example, they could only deliver static reports to their customers, which were not very useful when clients needed to see metrics on ad performance by location and then by device or carrier.

### Solution

InMobi uses Infobright in conjunction with Hadoop. About 60-70 TBs of raw data logs stream into the Hadoop cluster during each month, while 3-4 TBs of summary information are loaded into IEE for real-time analysis. IEE's innovative Knowledge Grid architecture enables InMobi to extract insight from this data much faster than before—queries that used to take 30 minutes to hours in Hadoop are now completed in less than 10 seconds. This is a critical requirement because InMobi's customers need to be able to use the intelligence about ad performance and mobile user activity to make on-the-fly adjustments to their campaigns. Hardware costs were also a concern for InMobi, and Infobright's deep compression capabilities will enable the company to avoid the significant expense associated with adding more storage.



### INDUSTRY Mobile Advertising

#### ORGANIZATION

InMobi

#### SOLUTION

Ad-hoc analysis of mobile ad data

#### RESULTS

Provides InMobi's clients with fast access to their advertising data for reporting and ad-hoc analysis.

*"We selected the Infobright solution based on its ability to perform fast, ad-hoc analytics on very big data sets without manual tuning or a lot of maintenance."*

*IEE's capabilities will give us the power and speed we need to affordably support the analytic needs of our growing customer base."*

**Mohit Saxena**

VP Technology, inMobi