

AdSafe Media Uses Infobright to Help Keep Brands Strong

Overview

AdSafe Media is the rating standard of online media. AdSafe uses proprietary algorithmic modeling and human verification to rate the brand safety of content on commercially supported web pages via the AdSafe Content Rating System.

AdSafe’s rating system provides an independent, third-party content-rating and certification platform to help standardize and better control the online advertising ecosystem. With AdSafe’s proprietary Firewall product, marketers’ advertising only appears on sites with content deemed by the marketer to be consistent with brand image and corporate philosophy. AdSafe enables ad-networks to monitor their inventory performance and provides a third-party certification of publisher site content.

Challenge

With double-digit growth in the number of campaigns managed each month and hundreds of millions of rows of data streaming in every day, AdSafe was looking for a faster, more scalable database alternative to its existing database. This database is available to AdSafe’s customers for reporting and analyzing of the data collected about their advertising campaigns.

Solution

After reviewing various options, AdSafe selected Infobright Enterprise Edition as its analytic platform that enables clients – including publishers, advertisers, networks and agencies – to perform fast ad hoc analysis of online advertising campaigns.

AdSafe also implemented a Hadoop cluster that stores all of the detailed data, from which data is extracted and loaded into Infobright. The combination of Infobright and Hadoop lets organizations leverage Hadoop’s large-scale distributed batch processing benefits with Infobright’s fast ad hoc analytic capabilities.



INDUSTRY Online Advertising

ORGANIZATION

AdSafe Media

SOLUTION

Customer-facing Analytic Platform

RESULTS

Scalable platform for reporting and ad hoc analytics

“Infobright provided the query performance, scalability and cost-effectiveness we needed to accommodate our tremendous business growth.”

David Hahn,
SVP Product Management,
AdSafe Media