

LiveRail Implements Infobright and Hadoop for Video Advertising Analytics

Overview

LiveRail delivers technology solutions that enable and enhance the monetization of internet-distributed video. By focusing specifically on challenges and opportunities created by online video, LiveRail’s tools are designed to be easier, more efficient and more effective than traditional display ad servers to deliver and track advertising into this exciting new medium. Their platform enables publishers, advertisers, ad networks and media groups to manage, target, display and track advertising in online video.

LiveRail chose two complementary technologies - Hadoop and Infobright® Enterprise Edition - to meet the needs of their customers.

Challenge

Unlike simple online display advertising that primarily tracks impressions served and user clicks, LiveRail monitors more than a dozen engagement metrics including percentage viewed/completed, pause/resume and muting—giving advertisers greater insight into the performance of their campaigns. Ad networks and agencies can track performance and delivery of video ad campaigns across all their publishers and view network-wide activity. Capturing and tracking these metrics results in large volumes of data.

With a growing roster of customers, LiveRail was faced with managing increasingly large data volumes and a need to provide clients with near real-time access to this information for reporting and ad hoc analysis.

Solution

LiveRail chose two complementary technologies to manage the hundreds of millions of rows of data that are generated every day: Apache Hadoop Hive and Infobright.

All of the detailed data is run through an extract-transform-load (ETL) process, then loaded hourly into a server cluster running Apache Hadoop Hive. Summary data is created hourly as well, and loaded into IEE to enable LiveRail customers to conduct ad-hoc analysis and use the solution’s robust reporting capabilities within LiveRail’s platform. Customers can also schedule time to access the cookie-level data stored in Hadoop Hive if needed.

LiveRail

INDUSTRY Online Advertising

ORGANIZATION

LiveRail

SOLUTION

Online Reporting and Analytics

RESULTS

Provides LiveRail customers with fast access to their advertising data for reporting and ad hoc analysis.

“Infobright gives our customers the ability to do fast, ad-hoc analysis against the extensive video advertising data we collect.

Infobright and Hadoop are complementary technologies that help us manage large amounts of data while meeting diverse customers needs to analyze the performance of their video advertising investments.

Andrei Dunca
CTO, LiveRail