



Justpremium Ad Exchange Serves up Results with Treasure Data

When Justpremium started, it experienced rapid growth in customers, revenues and data. Justpremium was the first ad exchange for high impact digital ads, matching publishers and advertisers to serve up rich media and video advertising across the Internet. The company works with a wide network of publishers throughout Europe, Middle East and Americas, and reaches millions of consumers through its publishers. The company processes billions of data records each month in order to deliver effective advertising results.

The Goal: Manage Data Efficiently to Gain Insights

Growth has been rapid for Justpremium, expanding across Europe, Middle East and Americas in just a few short years. While the increased presence was exciting, it also meant that the company needed better insight into how ads were performing for its publishers. This would allow Justpremium's team to better match advertisers and publishers, maximizing revenue for both.

The data is massive: information on user types, what users are viewing, how they interact with ads, how long they watch the ads, and more. It needs to be collected and analyzed quickly by a relatively small team of people. And any new data processing systems need to work efficiently in a high-performance ad serving environment.

The Challenge: Find a Solution That Is Scalable and Cost-Effective, and Parses ALL the Data

The company was managing its own data on its own servers, but it was taking too much time and too many resources to manage. As a rapidly growing company, it knew any solution it chose would not only have to handle current data loads, but also the increased data and workloads that come with explosive growth.

The Solution: Use Treasure Data Service

After evaluating several solutions, Justpremium's team discovered Treasure Data's cloud-based managed service, evaluating its capabilities via the free Starter Service. Due to massive data volumes, efficient data collection was a big issue for the company, so Treasure Data's unique Treasure Agent collectors were considered a big plus.

Treasure Agent enables real-time data collection with an easy to deploy lightweight software agent that sits on or near ad servers. These agents collect logs, offer functions for easy modification, transformation and filtering—and minimize bandwidth by compressing data from ad servers, making it five to ten times smaller prior to uploading it to the Treasure Data Service. The data is stored in Treasure Data's 'schema-flexible' environment, which means the company can easily collect, store and analyze any new logs or data without time-consuming index creation or data modeling. Then Justpremium can query and aggregate data without needing custom code or specialized skills.

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Erik Hulsbosch,
Product Manager,
Justpremium



Headquarters:

Amsterdam, The Netherlands

Website:

<http://justpremium.com/>

Industry:

Online Advertising

Treasure Data Customer Since:

2014

Use Case:

Justpremium uses Treasure Agent to collect and process data collected on advertising networks.



“With Treasure Data, we don’t have to worry about data processing. We just send the data to Treasure Data, aggregate it in the cloud and export it when we need it. It’s as simple as that,” said Erik Hulsbosch, product manager with Justpremium.

Due diligence revealed that not only could Treasure Data easily handle the company’s data volumes and processing requirements, but the solution was also scalable and could grow with the company. And the price was right: no startup cost, and a flat monthly subscription rate based on storage and processing. As the company grows, it can scale-up instantly, adding capacity as needed. And due to the simple, cloud-based managed service model, the company had Treasure Data up and running in two weeks.

“We used the Starter Service first,” said Hulsbosch. “And it proved to us that the Treasure Data Service can help us collect and process huge data volumes quickly, without slowing our ad serving capabilities.”

The company now processes hundreds of millions of records a month on Treasure Data, and is rapidly growing. The company has several systems collecting data, and Treasure Data is an economic method for consolidating all of this raw data. With Treasure Data, the team can collect data from multiple sources and aggregate it into a valuable subset. This data is then easily (and freely) exported from Treasure Data to a local MySQL database that powers its dashboards for staff and customers. Being able to collect and process data more easily has enabled new types of analysis that can make a big impact to its business.

“We were able to collect new data about how we execute our ad-serving. Now we can optimize our fill rate based on data, instead of based on what we think,” Hulsbosch explained.

The Benefits: Better Insights, Optimized Ads, Simplicity

Now that Justpremium’s team has been using Treasure Agent for several months, it’s seen a host of benefits. It’s been able to collect more data, with significantly less effort by its staff. Now, the team can focus on its core business, not data management. The team also appreciates the simplicity of using Treasure Data. It allows the company to process huge data volumes on Treasure Data, which eases the strain on its own servers. Additionally, when Justpremium’s team has needed support, Treasure Data’s engineers have been exceptionally responsive.

And the company has no plans to slow down: it is already building additional custom dashboards for its staff and publisher clients, and plans to create more dashboards for its advertisers, using Treasure Data as its window into operations. The flexibility of the service is important for the company’s agility – especially given it’s rapid global expansion.

“When we expand into new countries, the requirements for our products almost always change, our data collection should be designed around these rapid changes,” Hulsbosch said.

Online advertising is a fast-paced industry, but with Treasure Data handling its data processing, Justpremium’s team can focus efforts on listening and responding to the market, improving its products and acting quickly to meet the demands of its customers.

Treasure Data is the first managed service in the cloud that provides the scale and flexibility required by advertising technology providers.

Treasure Data lets users easily store and analyze enormous volumes of data in near real-time – without special skills or a costly infrastructure to manage. The service is simple and scalable: Treasure Data streams data from ad servers and other sources directly into our cloud environment, which we monitor and manage 24X7.

Whether a DSP, SSP, DMP, exchange or other stakeholder in advertising technology, Treasure Data’s flexible data management solution can integrate into your existing ecosystem.

Advertising companies such as DashBid, MobFox, Justpremium and others rely on Treasure Data for collecting, storing and analyzing data. Treasure Data also has Global 500 customers in a number of industries including Pioneer, Equifax, Pebble and more.

To learn more about the Treasure Data Service for data collection, storage and analytics, contact us today.

- **1.866.899.5386**
- **sales@treasuredata.com**