CASE STUDY

NANIGANS

Boston-based Nanigans has made its mark on the advertising industry by building some of the best and most widely used advertising automation software available today. More than 150 of the world's leading in-house marketing teams rely on Nanigans every day to help manage their programmatic ad campaigns. They've stood out by actively seeking new ways to help their customers understand and control their campaigns, and their approach to reporting on programmatic data is an example of this innovation.

Richard Jose, Director of Engineering at Nanigans, and Craig Kelly, Senior Product Manager at Nanigans, are responsible for keeping the real-time big data systems that power Nanigans' advertising automation software up and running, while also constantly evaluating business development ideas and new ways to optimize their solutions for in-house performance marketing teams.

Both Jose and Kelly, along with their team, had been active users of Metamarkets interactive analytics dashboards to gain fast, easy access to their programmatic data. The team of engineers and data scientists at Nanigans loved the data they could pull through the Metamarkets dashboards, but knew that the existing data formats didn't translate to what their end-users and marketing managers were used to seeing in the Nanigans software. For that reason, the real ROI turning point for them came with the introduction of the Metamarkets API.

"Metamarkets dashboards are one of the most powerful tools for digging into RTB data. While that's useful for us internally, it's not the right tool for the end users of Nanigans," said Kelly. "With the API, we're now able to take the data out of Metamarkets and put it in the context that's appropriate for a marketing manager using our product," said Kelly. "That is really meaningful to us, because it allows us to supplement our existing reporting with valuable information, but also control the context so that we're presenting information in a way our customers have become accustomed to."

With the launch of the Metamarkets API, Nanigans was able to build and release custom applications and reports, using the data they already processed and stored with Metamarkets. They quickly became an early adopter of the Metamarkets API in the summer of 2016 and saw an immediate impact.

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>
> Craig Kelly,
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METAMARKETS

Metamarkets is the leading provider of interactive analytics for programmatic marketing. Customers use the Metamarkets platform to drive their business performance through intuitive access to real-time information.

The Metamarkets API passes this test and makes the Build vs. Buy decision really easy for us.

Richard Jose, Director of Engineering, Nanigans

"Our users love our interface and it's become one of their critical daily tools. We didn't want our users to have to bounce back and forth between interfaces and tools in order to complete necessary tasks," said Jose. "The API enables us to present Metamarkets data to our marketing end users within the Nanigans UI, in a format that makes it easy for them to build, activate and optimize their ads."

Solving The Build vs. Buy Debate —

Like many software companies, Nanigans wrestled with the decision to build additional systems to support customized reporting needs, or search for an analytics solution to buy from the market. Kelly says their No. 1 question to determine their strategy was whether it would create value for them over what else they could focus on bringing to market, and they quickly

determined that the Metamarkets API was a difference maker.

"Ideally we would focus 100 percent of our efforts on innovating our advertising automation solution. So, if there is a multi-tenant solution in the market that meets all of our needs, we know that gives us much more flexibility with our future plans," said Jose. "The Metamarkets API passes this test and makes the Build vs. Buy decision really easy for us."

"We know that in the future our product will keep evolving to meet client needs," said Kelly. "So while the API meets our needs of today, we also know moving forward we can use the API to pull that information into our systems even as they change."

The results of the API integration have been significant - Kelly estimates that in the few months since implementing the Metamarkets API, they've

saved at least half of a man-year of work that would have been required to pull equivalent data. Leveraging the Metamarkets API has helped deliver valuable and intuitive reporting to their clients, but it also has helped reduce the need for costly infrastructure investments and ongoing maintenance requirements that took up valuable time and internal resources.

"Really Simplifed Our Lives" —

"Every time we're adding a new marketing channel, there was additional work that we would need to do, but being able to feed that into Metamarkets continues to save us time," said Kelly. "On top of that, one thing that's hard to measure is peace of mind - we just know that it's going to work so we don't have to worry about planning for maintenance."

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Jose also says that the reduction of systems that need to be actively monitoring has reduced the complexity of their systems significantly.

They had previously developed tack-on systems to pull RTB numbers into their standard reporting formats, but found it expensive and challenging to do real-time analytics and aggregation across massive data sets with high dimensionality and cardinality.

"From the engineering infrastructure side, the API has greatly simplified our data systems," said Jose. "We've been able to throw out a bunch of code, a bunch of data systems that tried to calculate reach based on many dimensions, that was expensive both in computation and storage costs."

"It Just Works" —

Kelly says there are three main things customers expect from Nanigans: transparency, visibility into performance, and predictability. By trusting the measurement and predictability pieces to Metamarkets, it has allowed Jose, Kelly and the Nanigans team to accelerate work on the rest of their core business focus: maximizing its customers' yield on their ad spend.

"Our customers care about transparency, yield and reach. Having predictability around what kind of results they are going to see when they start running a campaign is a huge win," said Kelly. "Metamarkets allows us to provide our customers with that predictability by using real-time data reporting to close the gap between predictive and actual metrics."

As Nanigans' product evolves, Kelly expects the Metamarkets API will be integrated across an increasing portion of the optimization stack and will continue to support a majority of the RTB reporting in the Nanigans platform.

"The reason I love Metamarkets and the API the most is that I never have to think about it," said Kelly. "It just works and it's there. It meets this foundational need and we don't have to touch it."

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Craig Kelly, Senior Product Manager, Nanigans

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