



# Impact Radius

Efficient Data Analytics in a Cohesive Environment:  
Ignite's Infobright® DB, Impala and Hadoop



**Impact Radius**

Impact Radius' digital marketing platform enables significant improvement in the return on global advertising spend for brands and agencies.

## Overview

Impact Radius is a marketing technology company specializing in media attribution, performance marketing, tag management and mobile analytics. Founded in 2008, the company has grown to over 200 employees worldwide and extended its reach to more than 100,000 users, including top brands like Target, Cabela's, Deckers and Tommy Hilfiger. Using Impact Radius, marketing managers can analyze their return on ad spend from a high-level cross-channel view as well as drill into details about geography, browser, coupons and much more. In addition, companies can import data from other sources, such as Google AdWords and Facebook, for a unified view on one platform.

## Challenge: Working in an Integrated Database Environment

Impact Radius needed to provide customers with sub-second query response times to analyze the effectiveness of digital campaigns and marketing spend while scaling horizontally with their MPP configuration. In addition, business users needed ad-hoc access to their data in an easy-to-use reporting tool.

Impact Radius sought to empower their business users, allowing them to slice and dice their data by intuitively dragging the desired data points into custom dashboards to make informed campaign decisions without the need to rely on IT or a DBA to create the query for them.

## Solution – The Best of Both Worlds

Having used Ignite's Infobright DB since 2009, Impact Radius intuitively chose them to optimize over 50% of their query traffic and to power their newly engineered self-service tool. Pairing Infobright with Hadoop/Impala, Impact Radius implemented Infobright DB as a "hot data store" to contain approximately 5% of mission-critical data stored within HDFS. With data refreshed every 30 minutes in Infobright DB,



"Query time is amazing. Infobright is simple, stable, and fast; just plug and play. With Infobright we saved the cost that would have been required to hire Hadoop/Impala expertise to optimize the environment. We can safely say that we continue to save \$100,000 per year."

**Mauricio Aristizabal**

**Architect – Business Intelligence and Data Science, Impact Radius**



users drive investigative and operational analytics alongside their dashboards and stock reports. By reducing the overall query workload by 50% on Hadoop/Impala, Impact Radius allowed for more resources and availability on their cluster. The increased availability of resources allowed Hadoop/Impala to focus on its core strengths - highly scalable, multi-node storage capability coupled with extreme volume data crunching.

Maximizing efficiencies in all environments, Impact Radius utilized the in-memory metadata layer in Infobright DB to drive-fast, ad-hoc analytics. This self-generating layer removes the need for indexes and the costly "DBA tax", all the while providing best in class analytics using premium data technology stacks.

### Implementation and Results

Since moving to a "hot data store," Impact Radius improved dashboard performance to sub-second. Even with the 3x increase in Cyber Monday traffic, Infobright DB and Hadoop/Impala powered through with no degradation in performance. The Impala/Hadoop environment continues to power detailed reports on billions of individual clicks and conversions, as Infobright DB carries the bulk of time sensitive queries on highly aggregated data. Business users now have the tools to look at their data as it best fits their criteria and make rapid decisions to optimize their marketing spend.

### About Ignite Technologies

Founded in 2000, Ignite is a privately-held company and a member of the ESW Capital group of companies. Since it was reinvented on the heels of a senior management change in 2013, the Company's mission is to help customers Ignite the power of their workforce to drive better business performance. Ignite leads all its efforts with a sharp focus on a simple but challenging objective – 100% Customer Success – measured through the achievements of its customers. The Company launched its innovative, new Ignite Prime program in 2017 delivering free enterprise software to its licensed and supported customers. For more information on Ignite's solutions and innovative Prime program, visit [ignitetech.com](http://ignitetech.com).