



# Integral Ad Science

Integral Ad Science selects Ignite's Infobright® DB as its Analytic Platform to Perform Fast Ad Hoc Analysis of Online Advertising Campaigns



Integral Ad Science is a global technology and data company that empowers the ad industry to effectively influence consumers everywhere, on every device.

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## Overview

Integral uses proprietary algorithmic modeling and human verification to rate the brand safety of content on commercially supported web pages via the Integral Content Rating System.

Integral's rating system provides an independent, third-party content-rating and certification platform to help standardize and better control the online advertising ecosystem. With Integral'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. Integral 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, Integral was looking for a faster, more scalable database alternative to its existing database. This database is available to Integral's customers for reporting and analyzing of the data collected about their advertising campaigns.

## Solution

After reviewing various options, Integral selected Ignite's Infobright DB as its analytic platform that enables clients – including publishers, advertisers, networks and

agencies – to perform fast ad hoc analysis of online advertising campaigns.

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

### 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).

