



quaero

Doubling Paid Subscription Revenue and Boosting CPMs with AdVantage™, a Cloudera- certified Platform

Overview

Quaero helps clients such as ESPN, MSNBC, Keurig Green Mountain, and Bravo gain advanced insight into individual consumer behavior with AdVantage, a first party platform that uses digital data to drive revenue. This knowledge has been instrumental in helping brands improve acquisition, increase engagement across channels, and deliver revenue.

An early adopter of Apache Hadoop, Quaero has offloaded many workloads from IBM Netezza appliances to a Cloudera enterprise data hub (EDH) in a strategic move that allows the company to process billions of new data points and gain a deeper, more accurate view of consumers and their behaviors.

One media and entertainment company realized substantial gains as a result of the predictive patterns reported, including:

- 250% increase in its active registered user base
- 225% increase in content subscriptions
- 300% increase in campaign response rates
- Double the CPM (cost per thousand) for its ad packages

The Challenge

Digital media consumption generates rich behavior data. This data, which includes online transactions, interactions, impressions, video views, responses, downloads, locations, click stream data, and more, can offer a more complete profile of a consumer and enable more accurate analytic models.

“By applying data and analytics to every interaction, you can maximize profitability and optimize the consumer experience,” explained Naras Eechambadi, chief executive officer, Quaero.

Key Highlights

Industries

- Business Services
- Media and Entertainment

Locations

- Headquarters: Charlotte, North Carolina, USA

Business Applications Supported

- Enterprise data hub empowering Quaero data management platform

Impact

- 250% increase in registered users
- 225% increase in content subscriptions
- 2x CPM
- 150% increase in content consumption and tune-in
- 300% increase in email campaign response rates

Technologies in Use

- Hadoop Platform: Cloudera Enterprise, Basic Edition
- Hadoop Components: Apache Hive, Apache Spark, Cloudera Manager, Impala, MapReduce
- BI & Analytics Tools: D3.js, Tableau

Big Data Scale:

- 1+ PB on 30 CDH nodes and growing

“The systems were expensive and every time we underestimated the amount of data, which is very easy in the digital space, the appliance filled up,” said Dan Smith, executive vice president, product development, Quaero. “It was a big event to roll one system out and roll another one in. It was disruptive, and we had to load data in just the right way to enable fast queries.”

As the company evaluated its options, it sought a platform that could:

- Manage a comprehensive consumer profile, including behavior data, across all channels and touch points
- Enable behavioral analytics and segmentation against detailed and aggregated data
- Link online and offline data
- Accurately track unique users, time spent, and conversion from anonymous to registered users
- Incorporate first, second, and third party data
- Scale incrementally without disruptions
- Store and process massive volumes of data at reasonable cost
- Integrate multiple heterogeneous technologies and exploit the unique strengths of each
- Ingest and process data continuously

Solution

“The pain we felt with Netezza was a big motivator for our move to Hadoop, and when we went to Hadoop, Cloudera was the natural choice,” said Smith. “We’re moving many workloads and data from Netezza to Hadoop, and with new clients, we just onboard them straight onto Hadoop. It’s easier to manage. It’s lower cost. And, adding another node to a cluster is a non-event when we need to expand it. It’s exactly as advertised. You add it in, it distributes, and you don’t even notice it. That’s huge.”

For Smith, Cloudera’s enterprise data hub provided the flexibility, scalability, and performance to process behavioral data that traditional MPP systems weren’t built for. The data hub complements Quaero’s incumbent SQL Server environment, which is still used for mission-critical functions like master data management.

The Cloudera cluster enables the company to assimilate and analyze multiple petabytes (PB) of data, including nearly half a billion records daily from click streams. Trends and patterns uncovered can be combined with profile data (such as personally identifiable information, demographics, preferences) and offline data to deliver targeted insight into individual consumer behavior.

Customers interact with the data in Cloudera using analytics and reporting applications like R, SAS, and Tableau. Quaero analysts use Impala to perform SQL-on-Hadoop queries for data exploration and data modeling, and the company plans to incorporate direct client access to Impala in its platform in the short term. D3.js is also in development for analytic visualizations.

Cloudera Manager simplifies system management and monitoring of cluster performance. As the Quaero product development team adds new capabilities to its platform, it works closely with Cloudera Support to gain the advanced expertise needed to optimize performance and quickly implement new technologies, such as Apache Spark.

“We’re starting to use Spark more and more,” noted Smith. “We have an analytics framework built into our platform that makes it easy for an analyst who’s written something

cool – it could be R or SAS or it could be Scala or Python that runs on Spark – and this framework that’s built into the platform makes it easy for them to have it run automatically, instead of having to schedule it. It’s going to be a big deal for us.”

In addition to offering scalability and flexibility, the Cloudera data hub also enables Quaero to run queries that it couldn’t previously—a significant value-add in a data-driven industry.

“Previously, we had to aggregate the data before we could run queries,” said Smith. “With Impala, we can run queries against very low level data.”

And the platform enables analysts to build data models using much larger data sets, which leads to greater accuracy.

Smith added, “A lot of analytic model building traditionally involves sampling. With the Cloudera platform, we can take the analytics to the data and run, build, and execute models on the full data set.”

Impact: 200% Increase in Registered Users and Content Subscriptions

What has been the benefit of Quaero’s enterprise data hub? Consider the improvements that one of Quaero’s media and entertainment clients realized.

As the platform manages both anonymous and identified data, Quaero can stitch together these disparate pieces of information, which helped the client identify new strategies to turn “casual clickers” into “engaged audiences” with double-digit growth.

“With our platform, the client realized a 250 percent increase in its registered user base and a 225 percent increase in content subscriptions,” said Smith.

Impact: Doubling CPM through Targeted Ad Packages

Additionally, the same media and entertainment company was able to double CPMs with the enhanced ability to deliver highly targeted ad packages.

“Our insight goes beyond just identifying an age and gender demo,” said Smith. “Based on what content the person has navigated through, what she’s signed up for, and what she actually does online, we can target our ads based on predictive micro-segmentations. This is very powerful and makes it more likely that the viewer will respond.”

More targeted content and promotions have also driven a 150 percent increase in content consumption and tune-in, and a 300 percent increase in email campaign response rates for this media and entertainment company.

According to Smith, these improvements not only benefit Quaero clients but consumers as well. “One of the things that I like about this business is, when it’s done right, it saves everybody time,” summarized Smith. “Companies can provide consumers with content specific to their needs.”

“By applying data and analytics to every interaction, you can maximize profitability and optimize the consumer experience.”

Naras Eechambadi, Chief Executive Officer, Quaero

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Dan Smith, Executive Vice-President, Product Development, Quaero

About Cloudera

Cloudera is revolutionizing enterprise data management by offering the first unified platform for big data, an enterprise data hub built on Apache Hadoop. Cloudera offers enterprises one place to store, process and analyze all their data, empowering them to extend the value of existing investments while enabling fundamental new ways to derive value from their data. Only Cloudera offers everything needed on a journey to an enterprise data hub, including software for business critical data challenges such as storage, access, management, analysis, security and search. As the leading educator of Hadoop professionals, Cloudera has trained over 40,000 individuals worldwide. Over 800 partners and a seasoned professional services team help deliver greater time to value. Finally, only Cloudera provides proactive and predictive support to run an enterprise data hub with confidence. Leading organizations in every industry plus top public sector organizations globally run Cloudera in production. www.cloudera.com.

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