



Simply Measured

Delivering Comprehensive Social Media Analytics to Brands

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— Matthew Bartholomew, Senior Manager, DevOps, Simply Measured

Overview

Simply Measured is a social analytics company, helping brands more effectively track and understand social conversations across more than a dozen social networks so they can optimize their marketing and improve business results.

By building its social analytics solution on **Cloudera Enterprise**, Simply Measured has gained new insights about consumer sentiment through the ability to ingest, process, analyze, and store billions of rows of social data daily with greater speed and stability.

Impact

The use of Cloudera Enterprise is helping Simply Measured give its large brand clients a comprehensive view of their social media activities. “We simplify the social market for marketers,” said Matthew Bartholomew, senior manager, DevOps, Simply Measured. “Our clients will come to us with numerous keywords they want to monitor, and we can enrich the data and deliver it quickly so they can understand consumer sentiment and optimize their marketing.”

The ability to ingest, process, and analyze data in real time is critical in helping brands respond to negative posts by consumers, such as a complaint about a brand’s product or service quality.

“Access to real-time data is core to our solution, and with the Cloudera platform we can give our clients the information they need so they can be informed about what the public is saying and thinking about their brand in that moment, and can handle potentially negative social situations as they occur,” said Bartholomew.

Business Drivers

In building its social analytics solution, Simply Measured engages with all the major social media apps, including Twitter, Facebook, LinkedIn, GooglePlus, Instagram, YouTube, and more. In fact, the company processes massive amounts of data with approximately 300,000 tweets per hour and submits more than two million calls to the Facebook API daily.

“Social networks provide very rich media in their networks—everything from text to images to videos,” said Bartholomew. “You can imagine the vast amount of data that we deal with on a day-to-day manner. We need to look at billions of rows of data every single day to deliver reports to our clients.”

When Simply Measured first launched its social analytics solution, the company built its service on a MongoDB platform. The engineering team soon moved to a self-supported **Apache Hadoop** environment for its data warehousing platform. However, as the environment grew, staff recognized the need for Hadoop support to deliver the desired level of service.

“We supported Hadoop ourselves for years with varying levels of success,” said Bartholomew. “We realized that we really needed to up the game on the stability of our platform.”

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Key Highlights

Industry

- Digital Marketing

Location

- Headquartered in Seattle, Washington, USA

Business Application Supported

- Social media analytics solution

Impact

- Helps brands track consumer sentiment and optimize marketing
- Enables marketers to respond rapidly to negative social content
- Provides stable, scalable platform to manage billions of rows of data daily

Data Sources

- Social media apps including Twitter, Facebook, LinkedIn, GooglePlus, Instagram, YouTube, etc.

Technologies in Use

- Apache Hadoop Platform: Cloudera Enterprise, Data Hub Edition
- Apache Hadoop Components: Apache Flume, Apache HBase, Apache Kafka
- BI Tool: Power BI
- Cloud Platform: Amazon Web Services

Big Data Scale

- Billions of rows of data ingested daily
- Nearly 100 TB stored

Solution

Simply Measured moved from self-support to Cloudera Enterprise to more effectively utilize [Apache HBase](#) and other Apache technologies. Bartholomew called selecting Cloudera to help support its Hadoop environment a “no-brainer.”

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Streaming data from social networks is ingested into the platform using [Apache Kafka](#) and [Apache Flume](#), then stored in Apache HBase. Simply Measured enriches the data using sentiment analytics and delivers the data to marketers through a variety of tools, including customized dashboards. Simply Measured staff also use Power BI to visualize data and deliver reports to clients.

With improved performance and platform stability, Simply Measured can expand its offerings to deliver more real-time capabilities to clients.

“In the future, interactive dashboards will become a pivotal part of our product line to allow marketers to make real-time decisions on their data,” said Bartholomew.

Many factors can impact the volume of social conversations on a specific brand or product each day. As a result, Simply Measured requires elasticity to scale its environment to accommodate huge bursts in social data when needed.

By moving its Cloudera Enterprise cluster from its data center to the cloud, the company expects to gain greater flexibility while reducing costs.

“Running [Cloudera Enterprise on AWS](#) [Amazon Web Services] is going to give us an incredible amount of burstability so that we can scale as we need to, and we’re not paying for hardware resources that we don’t need,” said Bartholomew.

About Cloudera

Cloudera delivers the modern platform for data management and analytics. The world’s leading organizations trust Cloudera to help solve their most challenging business problems with Cloudera Enterprise, the fastest, easiest, and most secure data platform built on Apache Hadoop. Our customers can efficiently capture, store, process, and analyze vast amounts of data, empowering them to use advanced analytics to drive business decisions quickly, flexibly, and at lower cost than has been possible before. To ensure our customers are successful, we offer comprehensive support, training, and professional services. Learn more at [cloudera.com](#).

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