



PubMatic enables publishers to maximize Ad revenue by delivering real-time customer insights

PubMatic

PubMatic is the leading marketing automation software company for publishers. Through real-time analytics, yield management, and workflow automation, PubMatic enables publishers to make smarter inventory decisions and improve revenue performance.



CHALLENGE

PubMatic relies on real-time data analytics to empower publishers

In today's digital advertising landscape, accessing and interpreting vast amounts of data in real-time is both a necessity and a strategic advantage. As publishers sell more ad inventory programmatically, they need access to real-time insights to maximize inventory optimization and make faster decisions.

In recent years, rapid business growth has seen an increase in data volume. PubMatic manages ~5 PB of data with 15 billion impressions per day. It works with three heterogeneous data formats – auction logs, click logs, and client logs. In the past, PubMatic relied on batch-processing systems for data analytics. However, due to the increase in the volume, velocity, and complexity of the data, batch processing resulted in outdated data, high turnaround times on insights (5+ hours for client & click data logs and 9 hours for auction data logs), and untimely decisions.

PubMatic realized it needed a dynamically scalable, fault tolerant, real-time analytics solution to:

- Ingest and analyze high volume of sales data and impressions in real-time to garner clicks & views, deliver personalized ads, and improve revenue.
 - » 200K events / second data flow
- Report critical metrics for campaign monetization from auction and client logs in real-time
 - » 22TB / day data generated
- Handle ever increasing data traffic without data loss
- Provide publishers 24x7 access to the ad network

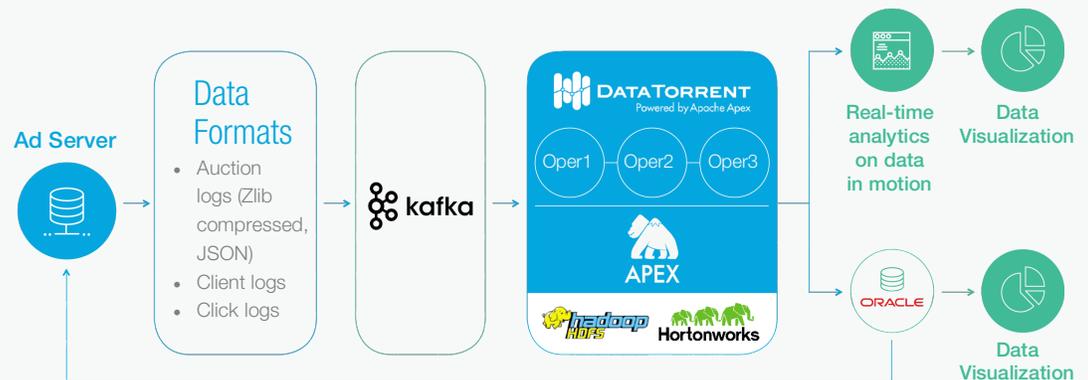
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SOLUTION

DataTorrent Enterprise platform, powered by open-source Apache Apex

- In-memory stream processing
- Comprehensive library of pre-built operators including connectors
- Built-in fault tolerance
- Dynamic scalability
- Management & monitoring UI and real-time data visualization dashboard
- Support for exactly once semantics
- Controlled reads for managing backpressure



OUTCOME

With the DataTorrent Enterprise platform, PubMatic:

- Delivers ad performance insights to publishers in **<1 min instead of 5+ hours**
- Helps publishers adjust ad inventory in real-time to maximize their revenue
- Attains real-time lost bid insights for price recommendations to improve monetization
- Helps publishers sell audience - targeted campaigns on a guaranteed basis
- Reduces operating costs and CAPEX due to efficient compute resource utilization and ability to scale automatically as data grows
- Ensures publishers can **always** access the ad network

DataTorrent RTS, is powering PubMatic's real-time Ad analytics platform enabling publishers to drive the highest value for their digital media assets. It also enables advertisers to provide consumers with a more personalized advertising experience across display, mobile and video.

Sudhir Kulkarni

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PubMatic