

The Complete Publisher Ad-tech Stack

We make the best Publisher Ad-Management and Revenue-Tech systems in the world, but we're guessing that's not what you need.

CASE STUDY - ADTOMA THE COMPLETE PUBLISHER AD-TECH STACK

"We wanted to build the best Ad tech system, therefore we needed real time processing of large volumes, we searched and found Starcounter"
- Henrik Lohk, COO, CSO



Fusion - Ad Serving Application

Adtoma, an Ad Tech company, built their live Ad Serving application, Fusion, on the Starcounter application platform. With high performance from Starcounter, the Fusion application can process large volumes of data and make complex calculations in real time.

The challenge

- Handle large volumes of data
- Make complex calculations in real time
- Huge numbers of simultaneous users
- Keep data consistent

Adtoma wanted to provide several thousands of quality ads per second. The challenge included to be able, in real time, to investigate who the viewer was, what ads had been shown before, apply frequency capping for the underlying order (show max 2 times per hour and max 10 times a day per unique user), to apply retargeting (show best ads depending on what web pages the user has visited before this page) and to decide what ad would bring the most cost effective ad impression for the publisher.

The evaluation criteria

- Extrem performance
- Modular system
- Fast development, Time to market
- Low cost in infrastructure
- Whole workflow in one system

The complexity of the calculations and huge volumes in combined alternatives, made Adtoma require extreme performance. The vision was to make it possible to run the whole workflow in one system; CRM, proposal & order and ad deliveries in one suite of applications. Adtoma wanted to develop Fusion with a short time to market. Learning times and development costs were therefore key decision points as well.

The solution

Adtoma chose Starcounter after careful research and evaluation of several different application platforms. They both looked into platforms based on traditional databases as those based on different NoSQL alternatives. The Starcounter application platform met all the decision criteria, including a native object interface and extreme performance making it

possible to create a suite of unique Ad serving applications working seamlessly together. The applications contains all necessary components needed to run their customers ad business.

The Adtoma Fusion application is a powerful software solution that integrates and streamlines the entire media supply chain, simplifying the organization's workflow; from proposal through orders and sales management to advertising operations, resulting in a dramatic increase in efficiency and reliability. For Adtoma's customers this means they can run their Ad business to less cost.

"With the performance from Starcounter, we didn't have to build any cache technologies. We escape from database conflict and can provide a strong reliable and robust application", said Stefan Johansson, CTO, Adtoma.

Star counter provides a scalable solution with low server hardware requirement, possible to implement as cloud service, making it possible for Adtoma to create flexible license models.

"With Starcounter there is no need for O/R mapping, which saved us a lot of time writing the code. It also saves time maintaining the code, as half of the code is reduced" said Stefan Johansson.

Fusion is today the most comprehensive and intuitive application in the market, providing hundreds of thousands of ads per second. The biggest customers like Walla in Israel or Bonnier in the Nordics have several millions of active users and several billions of ad impressions per month.

ROI

We have a Belief here at Adtoma that drives us and our Publishers - what we call a "BSG" (a Big Scary Goal). Ours is: '5x @ 1/2x'. Publishers can increase Revenues by five and shrink relative Cost of Operations a half.

End customer

These are a few of Adtomas customers that are using their system.

