



Informatica®

Digital Media Company

Powering Predictive Modeling:

Digital Media Company Redefines Direct Response Advertising



"Informatica Intelligent Cloud Services helps us leverage our data for AI and machine learning so we can better understand our customers and their journey. We can provide them the right experiences and make sure we are making the right marketing decisions along the way."

Business Intelligence Director
Digital Media Company

Goals

Adopt a cloud strategy to scale big data analytics, improve performance for end users, and break free from the constraints of on-premises systems

Enhance predictive modeling and algorithms for automated decision-making to improve matching customers with services and determine the value of ad impressions

Provide real-time data for artificial intelligence (AI) and machine learning (ML) models to better understand customers and provide better experiences

Solution

Shift to Informatica Intelligent Cloud Services iPaaS to support new big data analytics strategy

Move to Snowflake cloud data warehouse and use the Informatica Cloud Connector for Snowflake for native, high-volume data connections

Use Informatica Intelligent Cloud Services to provide users with comprehensive views of data and insights

Results

Cuts data integration and processing times in half, saving employee time while improving performance for end users by 2x during peak hours

Improves scalability for cloud data warehousing, enabling the use of more sophisticated algorithms for more accurate matches and advertising insights

Feeds AI and ML models with trusted, real-time data from websites to continually evaluate and optimize user experiences

Business Requirements:

- Re-use data transformations and logic already created in Informatica PowerCenter
- Simplify integration with Snowflake cloud data warehouse
- Perform both batch and real-time integrations of customer data

About Digital Media Company

This Digital Media Company is a leading online marketing and consumer acquisition platform. Its websites are fueled by a digital marketing platform which operates across a variety of financial and education markets, working with more than 1,000 unique partners.

Informatica Success Story: Digital Media Company

As a leading online marketing and consumer acquisition platform, this Digital Media Company is committed to delivering industry-leading, innovative solutions in mortgage, auto loan, education, insurance, and more. With two popular websites, the Digital Media Company not only helps consumers easily research, compare, and lower many of their monthly bills, but also discover the best options for continuing education.

The services are free to consumers and work by matching consumers' needs to the right service providers, which pay a small fee for customer acquisition. For one website, the company uses a proprietary algorithm to match prospective students to the colleges or universities that are the best match for their educational goals. The website is monetized, giving higher education institutions an effective avenue for online marketing.

Direct response advertising is a fast-paced, dynamic industry in which big data and predictive analytics are requirements for success. To consistently optimize ad placement and deliver cost-efficient, high-quality leads, the company must constantly improve its in-house developed marketing platform and make more data elements available for modeling and predictive analytics. It must also maintain responsive performance for end users, which can be a challenge during peak usage hours when demand for analytics is high.

The company applies predictive modeling to the three components that determine the value of the approximately 250 million online advertising impressions it delivers daily: the probability of a consumer clicking on an ad, the probability of a consumer who has clicked on an ad responding to requests for information, and the expected value to its clients (lead scoring).

"We pride ourselves on being an analytics-driven company, which sets us apart from the competition," says the Business Intelligence Director at the company. "But as our data volume grew, our existing on-premises data warehouse was not scaling to accommodate new workloads and new demands. It was time for us to look to the cloud and find a better platform to drive our future."

Modernizing cloud data warehousing

Based on its experience using Informatica PowerCenter to extract, transform, and load data in its on-premises data warehouse, the company wanted to stay with Informatica as it made the transition to cloud data integration. It decided to migrate to a new Snowflake cloud data warehouse and use Informatica Intelligent Cloud Services (IICS), an industry leading, iPaaS (Integration Platform as a Service) solution, to integrate data and applications.





"Informatica Intelligent Cloud Services and Snowflake provide an iPaaS and data warehousing platform that can power our data-driven culture and help our team spend more time building applications that can drive the business forward,"

Business Intelligence Director

Digital Media Company

"Informatica does most of the magic for us. That is how everybody in the business gets access to the data and the insights that come from it," says the Business Intelligence Director. "The business logic that we've built into Informatica is extremely crucial for us and drives all of our business decisions. A big reason why we chose Informatica Intelligent Cloud Services was to leverage what we had built over time in PowerCenter, and reuse it with the new platform with minimal changes."

Data from the company's websites and marketing campaigns now flows into IICS, which performs the needed transformations before passing the data on to Snowflake. IICS includes Informatica Cloud Data Integration, which offers more than 200 pre-built connectors for multi-cloud and on-premises data sources, including Snowflake. The Informatica Cloud Connector for Snowflake made it easy for the company to migrate to the new data warehouse with native connectivity and support for high data volumes.

"Informatica Intelligent Cloud Services and Snowflake provide an iPaaS and data warehousing platform that can power our data-driven culture and help our team spend more time building applications that can drive the business forward," says the Business Intelligence Director.

Delivering matches twice as fast

The combined solution is improving employee productivity and data warehousing performance. "Data integration and processing jobs now complete twice as fast, saving valuable employee time, generating insights faster, and improving performance up to twofold during peak hours," the Business Intelligence Director explains. With a scalable and responsive data warehousing platform, the company is free to use more sophisticated algorithms for more accurate matches and deeper advertising insights.

"Informatica Intelligent Cloud Services and Snowflake impact the bottom line of our business because we can move the needle by bringing in more data and more real-time integrations," says the Business Intelligence Director. "We can make sure all the business questions are answered and enable our data science team to be more efficient and effective."

Providing better user experiences

By feeding AI and ML models with trusted, real-time data from its websites and advertising campaigns, this Digital Media Company can continually evaluate and optimize user experiences.

"Informatica Intelligent Cloud Services helps us leverage our data for AI and machine learning so we can better understand our customers and their journey," says the Business Intelligence Director. "We can provide them the right experiences and make sure we are making the right marketing decisions along the way."





Inside The Solution:

- Informatica Intelligent Cloud Services
 - Informatica Cloud Data Integration
- Informatica PowerCenter

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Business Intelligence Director

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Building long-term relationships

As the company continues to build on its analytical foundation in the coming years, modernizing data warehousing will pay huge dividends.

“Our partnerships with Informatica and Snowflake gave us the support and the tools we needed to move forward with cloud data warehousing,” says the Business Intelligence Director. “We’ve been with Informatica for 15 years, and the experience has been really beneficial for our company. We hope it continues in the future as well.”

Digital transformation is changing our world. As the leader in enterprise cloud data management, we’re prepared to help you intelligently lead the way. To provide you with the foresight to become more agile, realize new growth opportunities or even invent new things. We invite you to explore all that Informatica has to offer—and unleash the power of data to drive your next intelligent disruption. Not just once, but again and again.

Informatica Worldwide Headquarters

2100 Seaport Blvd, Redwood City, CA 94063, USA

Phone: 650.385.5000 | Fax: 650.385.5500 | Toll-free in the US: 1.800.653.3871

informatica.com | facebook.com/InformaticaLLC | linkedin.com/company/informatica | twitter.com/Informatica

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