

Ad Server Log Analytics

Digital Video advertising market is on a steep growth curve; both in terms of viewer impressions and advertising spends. To tap new opportunities presented by this market phenomenon, there is a strong need to capture actionable insights from huge amount of data generated by Ad servers in a timely manner. According to a recent survey by IAB and PWC, data is considered to be the most essential part of delivering advertising results.

Challenges

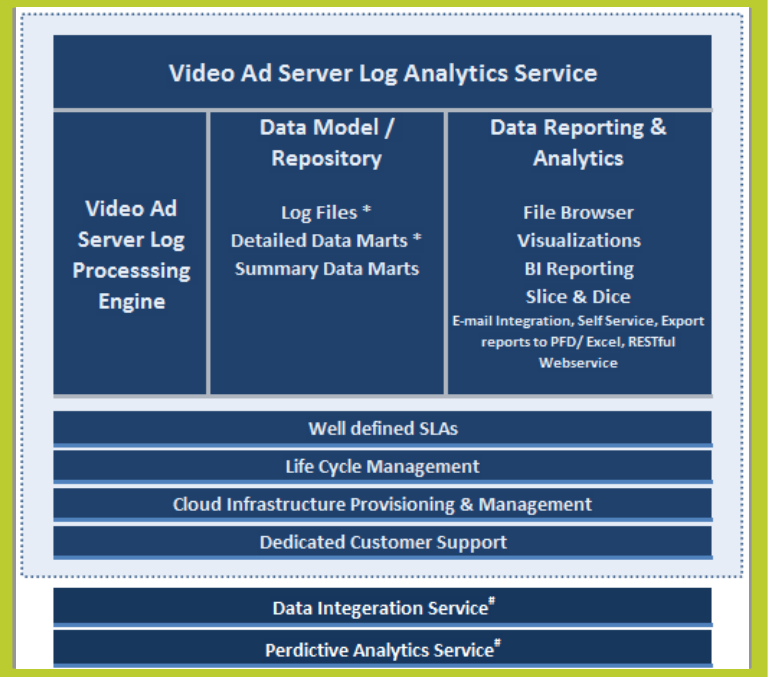
Video Ad servers generate big amount of log data on a daily basis, up to 100GB / day in most cases. Gaining actionable insights from several months of log data requires time consuming processing before it can be explored, analyzed and finally monetized. There are several challenges faced by media companies in order to extract value out of their ad servers log data:

- Storage and processing of big data volume requires heavy investment in cloud based platforms
- Management and distribution of information generated from log data to right people at the right time
- Accessing data in a user friendly manner such as slicing and dicing data on several dimensions and metrics
- Integrating Ad server log data with other internal / external data sets

Our Solution

VASAPTEX Video Ad Server Log analytics service is a unique combination of our solid understanding of the data set, data management expertise, cutting edge technology and system architecture which takes the nuances of high volume data processing out of equation and enables you to monetize on insights hidden into your ad server logs at an accelerated pace.

“Our cloud based service offering helps you to focus on end results rather than worrying about huge investment in IT infrastructure”



		Dimensions														
		Calendar	Week Day	Time Daypart	Visitor	Video Asset	Site	Site Section	Advertiser	Selling Partner	Insertion Order	Targets	Ad Unit	Stream ID	Ad Slot	Position In Ad Slot
Metrics	Stream Count	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•
	Default Impression	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•
	First Quartile Impressions	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•
	Mid Point Impressions	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•
	Third Quartile Impressions	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•
	Ad End Impressions	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•
	Unique Stream View	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•
	Unique Ad Views	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•
Average View Time	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	

Our Key Differentiators:

- ✓ Our proprietary Ad Server Log Processing engine not only reduces the data size up to 90%, it also transforms it into a form that can be easily sliced and diced, explored and analyzed using our user friendly query tool. We have achieved data processing rate of more than 100 GB/ hour
- ✓ We have designed our data repository using the business intelligence best practices which enables you to apply complex business logic and produce canned and ad-hoc reports that can be used in critical business decisions
- ✓ Our data reporting and analytics portal allows users to create ad-hoc reports, slice and dice data on more than 60 dimensions and metrics

“We guarantee Service Level Agreements based on the volume of your daily ad server logs”

Processing
 ✓ Daily log files processed within agreed hours

Data Retention
 ✓ File level data and detailed level data are retained for specified days on rolling basis
 ✓ Summary level data is retained till the service is active

Dedicated Cloud infrastructure
Dedicated support staff



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