Metamorphosis

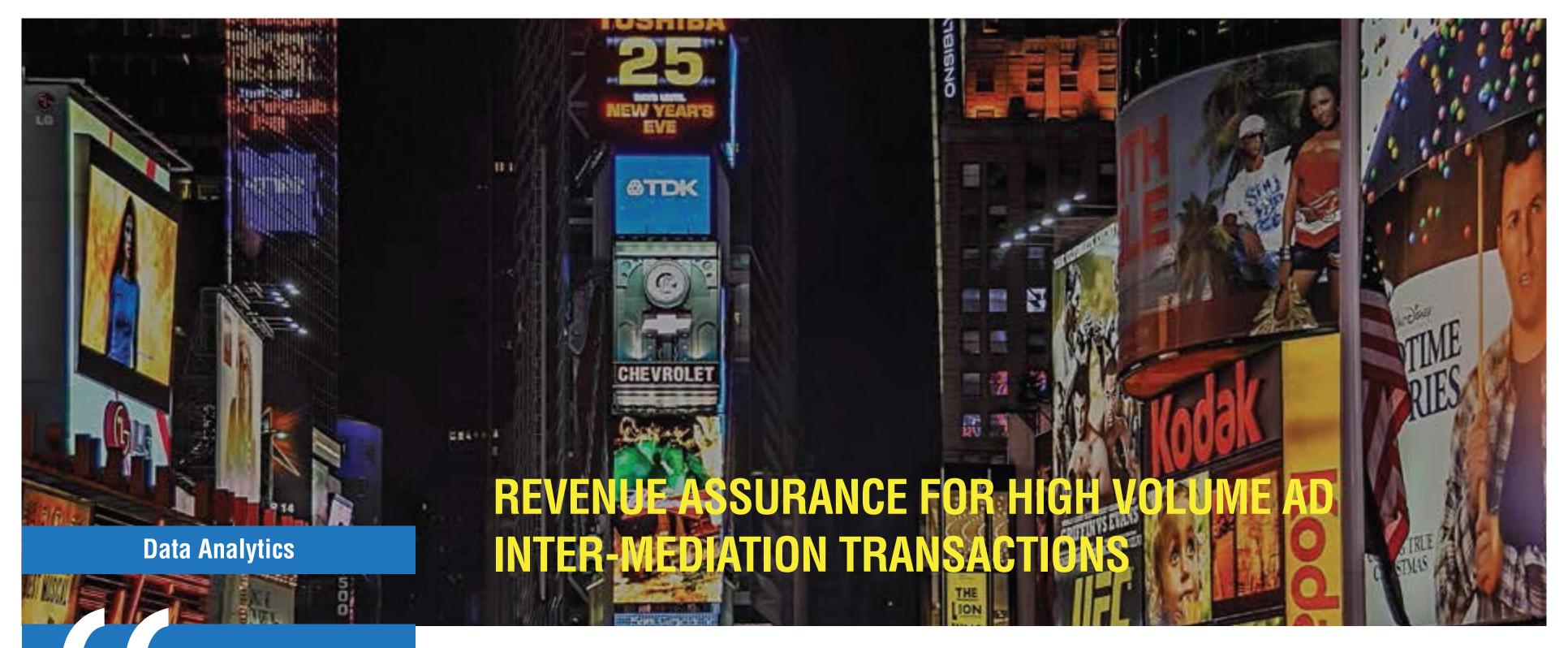## REVENUE ASSURANCE FOR HIGH VOLUME AD INTER-MEDIATION TRANSACTIONS

Data Analytics

Task:
Build a cloud based solution to collect high volume video ad traffic data and to optimize ad placements based on user demographics and content context

- Client was an ad and content inter-mediation company with very high volume transactions

- Required 1) a cloud based solution to log ad placements, views and revenues and 2) prevent revenue leakage

- Complexity contributed by perceived technical difficulties to correlate revenue with ad and contents

- AWS was chosen as the cloud platform and operational expenses as a function of future increases in transactions were extensively studied

- Client also needed supporting functions that required integration with their existing platforms

Discovery:
High Volume transactions that span cloud and existing infrastructure can pose a significant architecture challenge

Solution:
Cost effectiveness of the architecture - a key for such solutions

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