

# AWS Solutions for the Advertising & Marketing Industry

## Reach More Customers, Drive More Revenue

Advertisers and marketers have more tools at their disposal than ever to find leads, gather data, and build effective campaigns. The key is being able to operationalize data insights at scale, which is hard to do with legacy, on-premises technology. Modern marketing teams need the cloud.

That's why AWS offers a suite of powerful cloud-native tools that advertisers and marketers can use to accomplish their most ambitious growth goals. And with ClearScale's help, using these tools to launch innovative services, deploy personalized ads, and automate critical workflows is easy.

## Here are three reasons to choose AWS and ClearScale

### Increase Agility

Leverage cloud-based workloads to increase agility, which can include automating bids, optimizing ad placements, and more, all without human effort.

### Uncover Insights

Run advanced analytics on billions of events daily to identify hidden trends, study attrition, and discover better ways to approach potential customers. Don't let any behavioral or demographic data go to waste and discover fraud as soon as it happens.

### Operate Efficiently

Run advertising and marketing workloads at scale with ultra-low latency to ensure you never miss a conversion opportunity. Personalize ads based on real-time analytical findings and use sophisticated forecasting models to focus your resource allocation.

### Customer Highlight: Acoustic

**CHALLENGES:** Acoustic wanted to migrate and modernize a large number of IT assets, including more than 6,300 servers from 12 global data centers and 8 full stack applications. Along the way, the company hoped to accelerate its application development lifecycle so that it could bring new products to market more quickly.

**SOLUTION:** ClearScale executed the migration and modernization project for Acoustic in a tight 10-month timeframe using AWS best practices and a vast array of cloud-native solutions, including Amazon Athena, Amazon DynamoDB, and more.

**BENEFITS:** Acoustic can now target the midmarket through trial subscriptions and pay-per-use billing, as well as launch new offerings much more quickly. The company's CI/CD pipeline is built for speed, and teams can pull detailed reporting data for all marketing products to identify attractive opportunities.

### Customer Highlight: Novatiq

**CHALLENGES:** Novatiq's Redis-based data table solution wasn't designed to scale to the level that the company needed to meet three-year estimated platform demand. After exploring potential options, the company decided to go with a graph database solution.

**SOLUTION:** ClearScale implemented two new data pipelines and an Amazon Neptune relational graph database capable of handling billions of relationships between objects. The team also provided optimization and performance testing support to ensure the new database met the client's business requirements.


**BENEFITS:** Novatiq gained a reliable, cost-effective, and secure graph database solution that can deliver first-party data to marketing and advertising customers worldwide.




### Customer Highlight: Cybba

**CHALLENGES:** As Cybba grew, it needed a more efficient solution to keep up with the volume and velocity of incoming data.

**SOLUTION:** ClearScale consolidated information from various sources into a single location and format with the deployment of a Data Lake House and leveraged AWS machine learning tools to extract value from the aggregated data.

**BENEFITS:** Cybba now has a revamped data processing infrastructure, and its platform can handle large volumes of behavioral and demographic data – scaling up to meet customer demands without running up costs.

 201 Mission Street  
Suite 1200  
San Francisco, CA 94105

 [www.clearscale.com](http://www.clearscale.com)  
 (800) 591-0442  
 [sales@clearscale.com](mailto:sales@clearscale.com)

## About ClearScale

Founded in 2011, ClearScale provides cloud-native consulting solutions designed exclusively for AWS. We've earned 11 AWS competencies and demonstrated technical expertise for all types of businesses, including advertising and marketing companies, on the AWS cloud.