



PUBMATIC USES SQREAM TO TAKE AD-TECH ANALYTICS TO THE NEXT LEVEL



COMPANY OVERVIEW

PubMatic delivers superior revenue to publishers by being the sell-side platform of choice for agencies and advertisers. The PubMatic platform empowers independent app developers and publishers to maximize their digital advertising monetization while enabling advertisers to increase ROI by reaching and engaging their target audiences in brandsafe, premium environments across ad formats and devices.

Since 2006, PubMatic has created an efficient, global infrastructure and remains at the forefront of programmatic innovation. Headquartered in Redwood City, California, PubMatic operates 14 offices and nine data centers worldwide.

PubMatic is a technology company and was built on a strong technical pedigree and history. PubMatic is known for its forward thinking and always pushing the technology to increase returns for their customers.

THE INNOVATION

While their peers were spending enormous amounts of time and money to tackle big data challenges, PubMatic partnered and implemented a hardware accelerated data processing solution and leapfrogged competitors in extracting value from each byte.

The solution was built on SQream technology and was able to query petabytes of data in seconds, in a minute hardware footprint.

THE TECHNOLOGY

The underlying SQream technology was built from the ground up to process massive amounts of data in milliseconds by leveraging hardware acceleration. On top of that, SQream also built an ANSI compliant SQL interface to integrate with any data analytics platform.

“Digital marketing is all about leveraging big data to act wiser and faster, for a competitive advantage. SQream gives us a strategic advantage by providing the processing power we need so our customers can identify and execute on the best possible digital advertising opportunities with the highest impact.”

- Vasu Cherlopalle, VP Big Data and Analytics, PubMatic



SQream did not limit its capabilities to flat data but implemented RDBMS compliant joins at hardware level to produce “mind blowing” performance.

PubMatic adapted SQream a few years ago to support auction dynamics and yield optimization functions. PubMatic was smart to quickly identify the technical values and leverage appropriate technologies for different datasets and use cases.

SQream architecture was driven by a load-and-go concept to minimize adoption inertia. Traditional big data technologies were used where they were most economical, while SQream was utilized for its rapid, deep analytic capabilities on massive datasets.

SQream DB accelerated analytics by using GPUs for parallel processing and CPUs for serial processing, achieving the best performance by squeezing in every cycle from both processors.

This meant that the queries PubMatic was running were now significantly accelerated, providing critical insights, with much greater dimensionality.

Through more quickly analyzing massive data stores, PubMatic provides even more accurate insights for ad targeting, engagement, segmentation, and conversions, resulting in better yield and revenue.

“We realized the benefits within minutes, we were able to ingest and analyze huge volumes of data to get clear insights on bidding trends, which would have taken hours, if not days through traditional means.”

- Vasu Cherlopalle, VP Big Data and Analytics, PubMatic

SQream develops and markets SQream DB, a data analytics acceleration platform enabling unparalleled business intelligence from massive data stores. Global enterprises use SQream DB to analyze more data than ever before, while achieving improved performance, reduced footprint, significant cost savings and the ability to scale the amount of data they analyze to hundreds of terabytes and more.

To learn more, visit sqream.com or follow us on twitter [@sqreamtech](https://twitter.com/sqreamtech).