CASE **STUDY**

The **Requirement**

The client required an application designed to monitor the performance and delivery of digital advertising campaigns. The combination of the data sources used, once visualised within a dashboard, would give the client a 5% sample picture of how the total population of adverts are behaving. This dashboard would then serve as a tool for brand account managers to monitor performance of a given brand's campaign.

The **Method**

VLDB Solutions commenced by receiving files from various advertising agency sources and loading the data into relevant schemas within a single database in Redshift; access to the schemas were tightly controlled. The original source files were archived to S3 to enable re-runs and recovery of lost data if needed.

The loaded data was then consolidated and pushed through into the BI tools, Tableau Software and Excel. Several dashboards were created to illustrate the varying behaviours of the agency advertisements. The Tableau dashboards were then published to the Tableau Server for end-user access.

The **Deliverables**

VLDB were able to develop the entire end to end database application within the time required. A Linux server was built to be used as an SFTP location for the advertising agencies to send their files to. The database infrastructure for the application was housed within Amazon Web Services, and both Tableau Software and Excel were utilised to build the data visualisations for the end users. VLDB provided application support to ensure accuracy and efficiency going forward.

The **Benefits**

Following the database application build and data visualisation, the client was able to monitor the performance and delivery of digital advertising campaigns more efficiently, including the misuse and misallocation of the advertisements, thus wholly monitoring a given brand's campaign.

KEY **FACTS**

Client:
A British multinational advertising and public relations company

Project:
End to End Database Application

Technologies used:
AWS Redshift, Linux, Tableau Software