

# Unruly Media Helps Big Brands Target Social Video Campaigns Using Analytics



## Business

- A leading global technology platform for social video distribution and analytics

## Challenge

- To provide clients with real-time visibility into the social footprint of their videos in terms of reach, shareability and other factors critical to competitive business advantage

## Outcome

- Established a high-performance platform able to deliver, track and audit 3.5 billion video views across more than 3,000 social video campaigns for 400 brands

Unruly Media is on a mission to deliver the most awesome social video advertising campaigns on the planet. The company describes itself as a global platform for social video marketing that works with major brands to predict the emotional impact of their videos and help promote viewership and sharing across paid, owned and earned media.

To date, the company estimates it has delivered, tracked and audited 3.5 billion video views across more than 3,000 social video campaigns for roughly 400 brands, including Volkswagen, Dove, Coca-Cola, T-Mobile, Microsoft, Warner Bros and Adidas as well as client agencies.

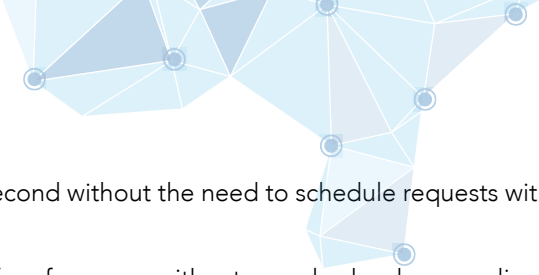
Unruly Media selected the Actian Analytics Platform™ and the Actian Vector Analytics Database to underpin its big data and interactive reporting services on behalf of its clients, empowering them for fast and decisive actions regarding use of their video assets.

Launched as part of the Social Video+ program at Unruly Media, Actian Vector extended the company's proprietary platform with real-time queries and analytics power without the need for costly hardware upgrades. By adopting Actian Vector, Unruly Media helps its clients and campaign executives to accelerate data collection and trend analysis so campaigns can be optimized against each client's key performance indicators in real time. The Actian platform enables real-time insights into consumer behavior such as number of video views, comments and shares.

Today, the company provides its clients with a complete solution for on-demand competitive benchmarks across 2.7 million customizable data points. The Actian Analytics Platform is central to Unruly Media's cloud-based offering, and is integrated with a growing variety of the company's custom apps.

Unruly Media is on an aggressive growth path, and company leaders know that in working with Actian they have a robust analytics platform that scales easily and cost-efficiently to support requirements for social video advertising from its global business partners.

Unruly Media CTO and co-founder Matt Cooke said: "Using Actian Vector gives us the ability to respond to virtually any requirements a user may have, and offer deeper insights into business data. We may analyze up to 10 billion events in order to generate reports used in strategic decision-making. Before deploying Actian Vector, report generation was an all-night process. Today, our campaign managers can run ad hoc queries on



demand and pull reports in a fraction of a second without the need to schedule requests with our IT staff.”

“The ability of Vector to achieve this level of performance without complex hardware scaling is a key advantage – there was no comparable solution that could achieve the data analytics speed and performance we can now offer with Vector,” said Cooke.

According to Dan Best, Planning Director at Unruly Media, “Pulling benchmarking data across vertical industries such as automotive, sports and entertainment used to require manual queries and took several minutes to compile. This is no longer the case. Vector enables real-time optimization to ensure that brands using Unruly’s platform are outperforming competitors in the social video space. The benefits of this technology were evident during the run-up to the London 2012 Olympics as the big brands battled for share of voice.”

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## Generational Leap in Analytic Performance

Action Vector is ideal for BI, reporting and analysis because it accelerates time to insight. Vector is designed from the ground up to remove the performance bottlenecks so often encountered when using relational databases. Rather than burdening database administrators with extensive or ongoing database tuning, performance is achieved by unlocking performance features already available in modern CPUs.

**Vector processing** – a patent-pending Action technology whereby a single instruction can be performed across data sets

**Column-based storage** – disk I/O is minimized by accessing only relevant data

**On-chip cache computing** – data processing on chip cache is 100x faster than in RAM

**Smarter compression** – compression is performed inside the CPU for maximum throughput

**Parallel execution** – data is processed in parallel using any number of CPU cores



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