



Improve effectiveness of advertising and promotions



Advertisers Do Hadoop



Today's consumers are generating unprecedented volumes of data on how they research, discuss and purchase products. This data is valuable for promoting a brand or product, but it doesn't fit neatly into predefined, tabular formats. Apache™ Hadoop® can ingest social media, clickstream, video and transaction data without requiring a predefined data schema, enabling agencies and enterprises to analyze and retain data longer, and ultimately glean new insights to drive customer loyalty, accelerate return on investment (ROI), and improve the bottom line.

Applications in advertising include:

Mine POS Data to Identify High-Value Shoppers

One marketing analytics company specializes in gathering insight at the checkout counter. They mine this sales information for basket analysis, price sensitivity, and demand forecasts.

Interactive query with the Stinger Initiative and Apache Hive running on YARN helps the company rapidly process terabytes of data to keep pace with a market that changes by the day. Manufacturers, retailers, and ad agencies use the combined analysis to position their brands and improve the retail experiences, particularly for high-value customers.

Optimize Online Ad Placement

For one large retailer, clickstream data poured in at a rate of hundreds of megabytes per hour, totaling billions of rows per month. The retailer analyzed each ad's placement to determine click-through and conversion rates, but because impression files and click files were stored in a relational database, there was no way to intelligently connect impressions to clicks.

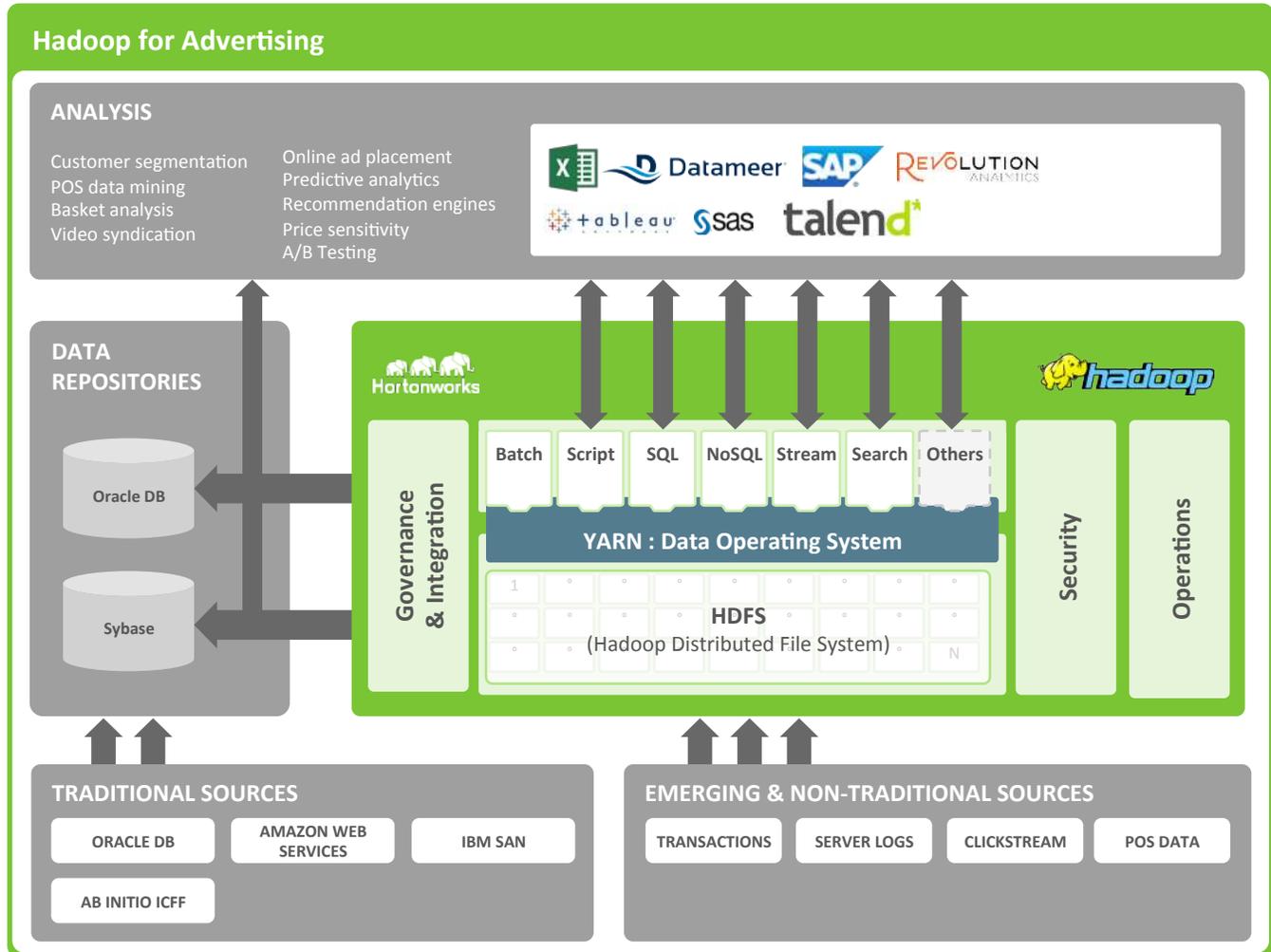
With Hortonworks Data Platform (HDP), the retailer can now analyze this data by the week, day or hour, as well as filter by the consumer's OS, browser, device and geographical locations. Additionally, the retailer can determine if consumers are clicking on its website while inside one of its stores, and effectively manage "showrooming" behavior and drive sales using tactics and insights provided by HDP.

Syndicate Content According to Behavior, Demographics and Channel

A major omnimedia company specializes in home improvement and DIY content distributed across television, digital, mobile and publishing channels. One of its divisions is focused on delivering online video ads.

Both content syndicators and publishers want to make sure that video content reaches the right audience. The company analyzes clickstream data stored on HDP for audience analysis that then feeds a recommendation engine for improved ad consumption.

Hortonworks Data Platform 2.0



Apache™ Hadoop®: Enterprise-class, Enterprise-ready

Apache Hadoop has evolved significantly to meet enterprise requirements, and now encompasses the functional areas that are foundational to any platform technology.

Data Management

Store and process vast quantities of data in a scale-out storage layer.

Data Access

Access and interact with your data in a wide variety of ways—spanning batch, interactive, and real-time use cases.

Data Governance and Integration

Quickly and easily load data, and manage according to policy.

Security

Address requirements of Authentication, Authorization, Accounting and Data Protection.

Operations

Provision, manage, monitor and operate Hadoop clusters at scale.

Hortonworks. We do Hadoop.

Hortonworks is a leading commercial vendor of Apache Hadoop, the open source platform for storing, managing and analyzing Big Data. Hortonworks Data Platform, our distribution of Apache Hadoop, provides an open and stable foundation for enterprises and a growing ecosystem to build and deploy Big Data solutions.

Hortonworks is the trusted source for information on Hadoop, and together with the Apache community, Hortonworks is making Hadoop an enterprise data platform. Hortonworks provides unmatched technical support, training and certification programs for enterprises, systems integrators and technology vendors.

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