acceldata

How Did Acceldata Help PubMatic Reduce Its Overall Cost Per Ad Impression?

And how the leading US AdTech company managed to eliminate day-to-day data outages.

Pubmatic handles over 200 billion digital ad impressions each day (≈ 2 Petabytes).

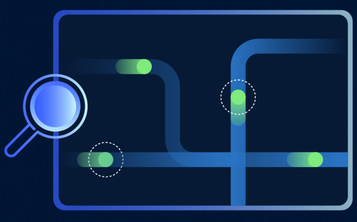
Its continuously growing data ecosystem suffered from frequent data outages and performance bottlenecks.

3000+ Nodes

65+ open-source HDP Clusters

This resulted in higher MTTR numbers and cost per ad impression metrics.

Acceldata's Data Observability platform improved visibility into PubMatic's complex and interconnected data systems.



And helped increase the overall reliability of its vast data pipelines.

>$10 Million
Increased Savings

>30%
Reduced HDFS block footprint

Eliminated day-to-day data outages

Acceldata's Data Observability solution for Enterprises helps you win in today's data economy.

View Full Case Study