

TRUVISO STRADA

STRATEGIC ANALYTICS AND DECISIONING
PLATFORM FOR DIGITAL ADVERTISING

Strategic
Analytics and
Decisioning
Platform
for Digital
Advertising



TRUVISO

Advanced Analytics for Digital Advertising

Online advertising services face two fundamental challenges:

- (1) Unprecedented growth in data volumes and
- (2) Advertising customers and publishing partners demand more immediate, detailed transparency.

In the push to generate more revenue, advertisers and publishers depend on you to process the behavioral, dimensional and pricing data required to maximize their CPM or CPA and increase return on marketing investment.

The advanced targeting that delivers improved campaign performance requires the analysis of a person's history in context with what they are doing right now - very complex calculations on very large data sets. Truviso STRADA is a game-changing analytics platform specifically built for the massive data volumes and low-latency requirements of the world's largest ad networks, ad exchanges, and self-serve publishers.

STRADA is on-premise data analytics software that delivers immediate results to help to solve multiple data analysis challenges:

- Real-Time Data Processing
- Unique User Tracking
- Multi-Dimensional Segmentation
- Connectors to Ad Server APIs and other Data Sources
- Extremely Low-Cost Scalability
- High Availability & Disaster Recovery



Contact Truviso today for a demo and Q&A customized for your organization's needs.

performance challenges faced by traditional data processing systems. This provides unprecedented capability to segment audiences, and is the foundation for improved targeting, forecasting, campaign optimization, and innovative capabilities such as real-time predictive analysis.

"What the business wants is to provide analytics to our customers, and what I want is operational analytics for internal use. Truviso gives me both."

– SVP of Operations, Leading Online Video Network

Ad Network Ready

Designed specifically for the needs of network-based service providers:

- Behavioral ad targeting
- Real-time ad inventory availability & pricing
- Ad sales forecasting
- Attribution analysis
- Anomaly & click fraud detection
- Website content & ad optimization
- Branded dashboards for advertisers, agencies, & publishers

Huge Cost Savings

A large media network running analytics applications on a 40-node cluster of high-performance data warehouse servers costing \$50,000 each successfully offloaded reporting on their high-volume, 2.5TB per day workload onto two 8-core servers running Truviso STRADA – with a server cost of under \$7,000.

Unique User Tracking

Unique user data is vital to accurately measure and understand how massive visitor populations interact with content and with each other, but it is notoriously costly to analyze using traditional database systems. Truviso's pioneering Unique User Tracking function maintains the history, attributes and scores for unique users as efficiently as if they were rolling counts - much like aggregate metrics are typically calculated.

The Truviso approach to unique user measurement featured in STRADA overcomes the latency, scalability and performance challenges faced by traditional data processing systems. This provides unprecedented capability to segment audiences, and is the foundation for improved targeting, forecasting, campaign optimization, and innovative capabilities such as real-time predictive analysis.



TRUVISO STRADA

“Serving up a combination of real-time and historical data for analysis is a new frontier. We feel Truviso is one of the first players to be able to offer this capability in one product.”

– Krishna Roy, The 451 Group

Built for “Big Data”

STRADA is designed for complex, real-time data analysis. It is based on Truviso’s revolutionary Continuous Analytics technology which eliminates the batch processing time lags and the heavy disk I/O which challenge business intelligence tools, data warehouses and data marts. This exceptionally efficient data processing architecture simplifies the computational complexity of “big data” when applying advanced analytics and hundreds of queries. The system enables organizations to easily build and deploy custom analytic applications using standard languages (SQL, Java®, Python, Adobe® Flex™) and leverage open source tools such as R.

Immediate Insight

STRADA provides intelligence in real-time as soon as data becomes available. Data streams are continuously analyzed so queries and reports are up to date, all the time.

Immediate Insight

Analysis is available instantly, as events happen.

Massive Scalability

Handles the largest datasets and scales without complex, expensive infrastructure.

White Label Distribution

Provides transparency through branded dashboards to advertisers and publishers.

Massive Scalability

STRADA substantially reduces the server hardware required for data processing because analysis is done continuously, and only new data changes update queries. It can cost-effectively process thousands of times more data with minimal hardware, less complexity, and fewer resources.

White-Label Analytics Distribution

STRADA enables you to publish real-time, branded, personalized reports and dashboards to any web browser without materially impacting processing performance.

- Generate and distribute real-time performance reports for deep analysis
- Empower advertisers to take control of their campaigns, spot trends, and optimize their results
- Introduce new features that increase your competitive advantage and generate additional revenue

About Truviso

Truviso (true-VEE-so) provides audience-centric analytics software that enables digital advertisers to engage with and generate more revenue from visitors. Truviso is a privately held California company founded in 2006 that serves leading digital media and Fortune 100 customers

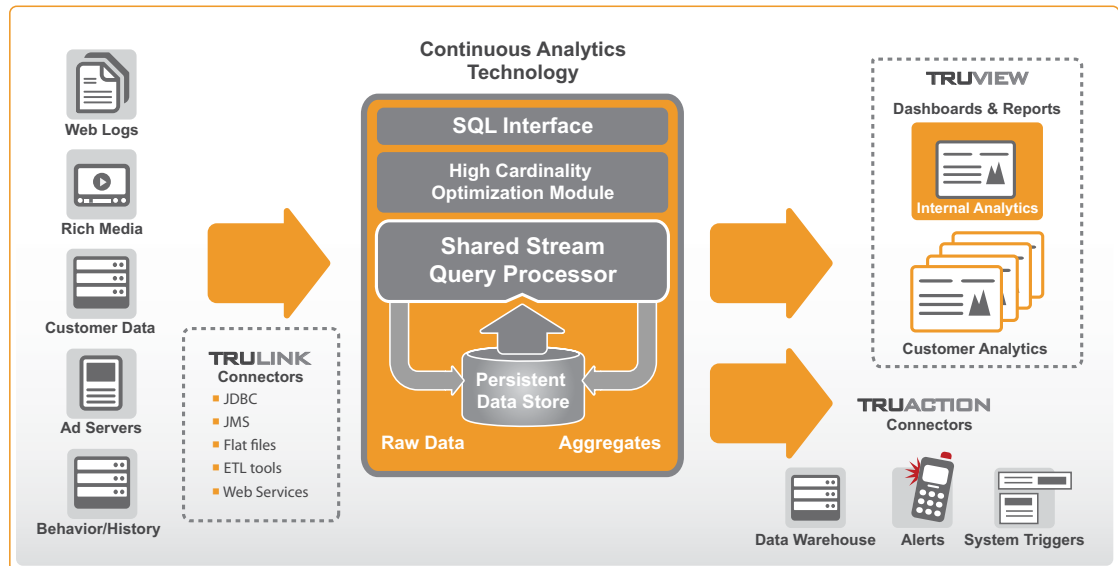
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Streamlined Implementation

STRADA is installed software that runs on commodity hardware in your data center. Queries are built using the standard SQL language and traditional RDBMS concepts, so there’s no specialized training required to get up to speed or port SQL queries from other systems. TruView dashboards and graphs are populated directly from the queries you write, making data visualization a snap – even for dozens of custom or personalized reports. STRADA enables you to leverage your staff’s existing skill sets and reduce data processing costs while providing deeper insight and automated decisioning.