

CASE STUDY – TARGETED ADVERTISING BASED ON DATA COLLECTED FROM DEVICES

Client: Content recommendation system.

Customer request:

Primary goal was to perform highly precise classification of mobile device users. Having logged their geo- and personal data from public Wi-Fi spots as well as some data from mobile operators, further classification consisted of two levels:

geographical patterns for lifestyle classification (i.e golf-club or cinema) and data from installed application.

Second step is development of recommender engine using aforementioned results. After finishing of classifications, predictions and recommendations, results to be transferred to DSP and SSP providers.

Our service provided

Team of 8 Engineers and Data Scientists:

- Technology stack: JavaScript, Java + PHP.
- Data Science, BI, DWH + Big Data stack: scikit-learn for predictive analytics; packages for geospatial analysis;
- Integration of customer CRM with our Dialer implemented.
- Hadoop + Hive + AWS/Google Big Query + YARN/Zookeeper for DWH solution; d3.js, node.js, Tableau for BI and visualization.

Results:

- ✓ Signed 10+ mutually beneficial agreements with top DSP and SSP providers in UK and Western Europe.
- ✓ Capitalization of start-up increased up to 11 mln USD from zero.

