CYBAGE
Delivering Value. Scientifically.

Enhanced streaming data processing through AWS microservices and automation for a digital marketing agency

About the Client

01 Established in 2009 and headquartered in San Francisco, California, the client is a premier digital marketing agency that has served over 200 enterprises

02 Specializes in in-feed advertising across platforms such as Facebook, Twitter, Instagram, and Pinterest

Business Needs

Accelerate the development and deployment lifecycle to facilitate rapid feature development

Enhance performance, stability, and platform NFRs to elevate the end user experience

Reduce cloud application costs through optimization

Integrate third-party data from CDPs and MMPs effortlessly

Solutions

- Developed an AWS-native microservice architecture using AWS SNS, AWS SQS, Amazon Kinesis, AWS Data Pipeline, and AWS RDS
- Implemented infrastructure logic across multiple servers, AWS services, and integrated Splunk for error logging
- Designed and deployed an attribution model for a major streaming network
- Created customized landing pages for partners
- Implemented advanced automation test suites
- Provided round-the-clock infrastructure and DevOps support along with identification of automation opportunities

Technology Stack

cassandra

Amazon SimpleDB

amazon EMR

amazon KINESIS

AWS SNS

AWS SQS

AWS Data Pipeline

Business Impact

Onboarded new customers by enhancing usability, optimizing NFRs, and ensuring 99.9% uptime SLAs

Secured infrastructure stability to manage extensive data volumes

Cybage Media & Advertising Services

AdTech

Advertising & Marketing

Publishing

Video Streaming & OTT

Entertainment Production

Fueling growth through powerful AWS integrations

business@cybage.com | Explore More