



Blis® Gives Great Joy to all Stakeholders and Customers with Imply

About Blis

Blis maps real-world, human behavior to help the world's top brands and media agencies understand, reach and engage consumers globally to deliver measurable results.

Challenge

The lockdowns triggered by the coronavirus pandemic provide a timely example of the value of the partnership. The stay-home orders enacted across the globe quickly and dramatically changed business foot traffic. As the pandemic subsides or flares up in various regions, it is critical for advertisers to have live insights into what people are actually doing in order to cost-effectively target campaigns and promotions.

Solution

Blis is able to leverage Imply to process real-time data and make it accessible to less-technical business experts to deliver insights to customers, and increase their campaign ROI.

"The sheer volume of data we push through Imply is immense, but in an instant we can answer a precise question like 'How many ad opportunities were there for Words with Friends in Brighton today at 4 PM?'"

Amy Fox, Product Director, Blis



Location-powered advertising leader.

Challenge

Needed to have live insights into what people are actually doing in order to cost-effectively target campaigns and promotions.

Solution

Needed real-time analytics throughout the organization that were accessible to less-technical business experts.

Results

- Hundreds of thousands of advertising auction requests each second
- 200 million consumers each day

Results

The operations team uses Imply to manage media purchases and make intelligent pricing decisions, executing against a base of hundreds of thousands of advertising auction requests each second, 200 million consumers a day and a network of 35,000 different publishers.

The analytic insights team, which helps customers maximize their value from Blis, uses Imply to discover opportunities and tell data-driven stories about their campaigns.

Engineering and product teams use Imply to keep an eye on revenue and margin, with the ability to drill into unexpected changes.

Finally, executives use Imply dashboards to stay connected to the pulse of the business in real-time.

More Insights

Whether you are a Druid expert or data analytics driven, Imply Customer Stories will give you insights into how to build and leverage better data-driven applications.

Checkout more Imply Customer Stories at imply.io/blog



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