



Ippen Digital Gets Lightning Fast and Robust with Imply

About Ippen Digital

Ippen Digital, subsidiary of the Ippen Publishing Group in Germany, offers an integrated platform to aggregate content, drive subscription growth and manage advertising across a broad range of digital content. Ippen Digital is a pioneer in helping publishers transition to new digital revenue achieved through more sophisticated use of audience data and content recommendations.

Challenge

Back in 2018, Ippen Digital started with open source Druid 0.11 and managed to deploy and configure it all by themselves. At that time they were in the midst of creating a data application platform which meant they also had to create their data environment and the platform core.

Because Ippen Digital moves a lot of data along with the traffic they handle and with the data points they wanted to aggregate, they needed an engine that was way more capable than most of the other vendors. They thought of trying just an in-memory database or other slower database solutions, but realized they used too much overhead to aggregate data. And real-time aggregation from their solution's perspective was really interesting and at one point necessary.

Solution

Druid was beloved by the team and quickly became mission-critical. Ippen discovered professional services were needed and more stability and automation in the operations. A decision had to be made to either build a bigger team to manage Druid or have a partner, a vendor, that can provide stability, the services, with the experience to drive forward. That is when the decision to engage Imply was made.



Germany's most advanced advertising platform.

Challenge

Achieve stability and automation for a mission-critical analytics application.

Solution

Very simple, compact, yet powerful environment based on three main components, Kafka, Imply and TigerGraph.

Results

- New revenue stream launched
- 30X Number of users enabled with self-service analytics
- 25% Cost reduction whilst improving performance

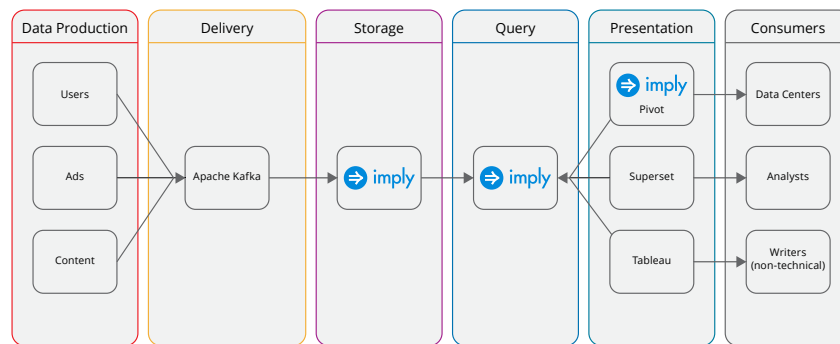
"If your environment is ready and is optimized around the capabilities of Imply, it becomes a very valuable tool."

Jan Ippen, CEO, Ippen Digital

Ready. Set. Go.

The data application platform that Ippen set out to build is not just a data lake. It was pretty clear that they didn't want 10 databases with hundreds of tables and files and have a "data swamp" filled with silos that were not integrated. Ippen wanted a setup with the least amount of tools possible, and that's when they created their data application based on three main components, Kafka, Imply and TigerGraph. All data ends up in streaming Kafka topics, and it's then ingested by Imply. Absolutely 100% of their data is accessible in real-time.

Customer Environment



Results

Ippen was able to unlock new possibilities and improvements thanks to Imply at the core of their data platform. Everything related to machine learning improvements, tuning, and experimentation is fed by Imply to JupyterHub where the team collaborates and builds cutting edge capabilities for their product.

As mentioned before, the third component of their data application is TigerGraph, a graph database that processes over 10 million articles worth of data, aggregated and served by Imply. They utilize this for machine learning to optimize internal link building, growing their knowledge graph and extending user profiles.

This is a very compact, simple, yet powerful environment where they have real-time data for everything. They have aggregated data and an analytics backend with Imply, and connected data with TigerGraph powered by Imply.

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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