

Smaato and Vertica partner to drive mobile marketing ROI via real-time data analytics

Smaato has selected the Vertica Analytics Platform as predictive analytics infrastructure.

The Vertica Analytics Platform enables Smaato to analyse data in real-time and optimize mobile advertising revenues across its client base.

More than 11,000 app developers and publishers to drive mobile advertising revenue with Smaato's adoption of the [Vertica Analytics Platform](#) for real-time, cloud-based information

"2010 was the year that mobile advertising really took off, as evidenced by Smaato's explosive growth throughout the last year," said **Marc Junker, CIO & CTO at Smaato**. "To handle the amount of ad requests and optimize clients' traffic, our team needed a solution that could load and analyze data, as well as provide detailed dashboard views exceptionally fast. Since we've implemented Vertica, we have been able to increase the response time of the dashboard output significantly, driving real benefits across our global client base."

"Smaato is pioneering an exciting industry space, and its rapidly expanding customer base and recent funding are evidence of this," said **Christopher Lynch, President and CEO at Vertica Systems**. "This is exactly the kind of information-critical business that Vertica was built to support. We look forward to supporting Smaato and its clients, making the mobile advertising market a lucrative one."

Smaato - the Mobile Ad Cloud - hosts all of its servers and infrastructure on the cloud-based Amazon Web Service (AWS), providing flexibility and elasticity in deploying their analytics infrastructure.

About Smaato

Smaato (www.smaato.com) is a pioneering mobile advertising company that operates the mobile ad optimization platform SOMA (Smaato Open Mobile Advertising) and partners with publishers, app developers and ad networks. More than 11,000 publishers have signed up with Smaato to monetize their content in 220+ countries; Smaato is managing 20 billion ad requests per month.

About Vertica

[Vertica Systems](#) is the leading provider of next-generation analytics platforms enabling companies to monetize their data at the speed and scale necessary to deliver significant value to customers and shareholders. Vertica's scalability and flexibility are unmatched in the industry delivering 50-1000x faster performance at 30% the cost of traditional solutions. Vertica is used by more than 330 customers across a variety of industries worldwide including Groupon, Twitter, Verizon, AOL, Guess!, Zynga, Playdom, Bank of America, Vertica's North American headquarters is located in Billerica, MA.