Ad Tech Agency

Identity Graph Analysis at Scale Provides Ad Tech Agency Customers with Greater ROI

This Ad Tech Agency relies on over one terabyte of graph data in Neo4j, combined with larger amounts of non-graph data to provide major companies with consumer insights for targeted marketing and advertising opportunities. By building the identity graph using Neo4j, they were able to expand their services to track users across multiple devices and provide their customers with a greater ROI.

The Company

Powered by an intelligent cross-device graph, this Ad Tech Agency provides companies with a holistic picture of potential customers in order to glean powerful consumer insights. The ability to capture information about consumer behavior and purchasing intent used a combination of geolocation and online behavior, which makes the company truly one of a kind. Founded in 2011, they now have offices in five major cities across the United States.

The Challenge

When the agency was founded in 2011, they analyzed public declarations of location on social media. As the company grew, that analysis expanded to other forms of declarative data beyond social media.

But as time went on, people were not only using more devices, they were performing different actions on each. And the Ad Tech agency’s original product wasn’t optimized for recognizing a consumer across all devices.

"We needed to be able to capture data from multiple devices and associate it to a single individual," said the Chief Technology Officer of the Ad Tech Agency.

Even more challenging was the fact that pieces of data were continually changing, a result of the fact that people frequently purchase new devices and clear cookies from their browser.

As a company that defines and sells audiences to large companies across several industries – from automotive to beauty to entertainment – the agency needed to find a way to provide cross-device insights, fast.

They found their solution in Neo4j.
Neo4j is the leading graph database platform that drives innovation and competitive advantage at Airbus, Comcast, eBay, NASA, UBS, Walmart and more.

Thousands of community deployments and more than 300 customers harness connected data with Neo4j to reveal how people, processes, locations and systems are interrelated. Using this relationships-first approach, applications built using Neo4j tackle connected data challenges including artificial intelligence, fraud detection, real-time recommendations and master data. Find out more at [neo4j.com](http://neo4j.com).

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