

Case Study

AdMarvel

Talentica has been more a partner than a vendor. They understand our goals and our execution plans. We trust them to make the appropriate staffing decisions - with the quality engineers they hire, the processes they follow and service they provide.

- Sameer Merchant, CTO AdMarvel

Domain

Mobile Marketing

Product Vision

Optimize advertising inventory and revenue

Strategy

→ Global product development team.

Results

- World-class product
- Successful journey from idea to acquisition
- Total ownership: Reliable Offshore R&D team that functions like the core team

Key Statistics

- Duration: Ongoing since inception in 2005
- Engagement Model: Dedicated Development Team with option to transfer ownership.
- Team Size: 90

AdMarvel, now a subsidiary of Opera Software, is a mobile ad optimization platform used by the world's largest publishers, agencies and carriers. They partner with ad networks, mobile publishers, developers, carriers, agencies and advertisers to optimize advertising inventory and revenue.

The Vision

AdMarvel's vision is to make mobile advertising an open ecosystem through better transparency of performance and simpler management of ad traffic to optimize revenue.

Outsourcing Strategy

AdMarvel decided to setup a globally distributed development team early on in their development effort. This would not only help them reduce their operational costs and crunch time to market, but also to leverage our experience in building robust web applications.

Talentica Execution

We helped AdMarvel convert their vision into reality by overcoming several challenges. The product had to maintain scalability because of constant rise in ad volumes; it had to support multiple devices & content formats and at the same time target users to get better click performance for their advertisers.

Initial Setup

The initial team was setup in four weeks. We hired people who had the skills and technology expertise to match AdMarvel's requirements, and were excited about the opportunity to work in the Mobile/Media domain.

While the team was being hired, we setup the required development infrastructure. This included setting up a common source code repository, bug tracking system and VPN access to AdMarvel's network. A Senior Manager from our end engaged with AdMarvel's VP Engineering to decide on the system architecture and design.

Technology

- Languages: PHP, Java, Objective C, C#.Net
- Mobile: iPhone, Android, Blackberry
- Cloud: Amazon Web Services, Azure
- Social Networks: Facebook, Twitter, LinkedIn, Digg
- Database: mySQL Cluster, HBase
- Big Data: Hadoop, Hive Clustering

Working Together

The team members interact regularly over email, weekly calls and IMs. The Talentica team manages the entire cycle from development to deployment and monitoring thereafter. Staging Servers help the US based team get a real-time view of the progress. Besides providing visibility, this also helps the team develop iteratively and saves time spent in creating detailed product specifications.

Managing Product Complexity

Handling Volumes: We deployed AdMarvel on cloud to ensure quick scalability. We adopted a component based design & delinked all modules to run them on separate servers. We reduced the load on individual database servers and scaled them by using mySQL clusters.

Supporting Multiple Devices and Content Formats: AdMarvel needed to serve ads in various formats - Image Ads, Click to Call ads, Interstitials, Video Ads - across devices irrespective of their screen resolution, model or operating system. To serve on all platforms we helped AdMarvel develop SDKs for various mobile portals and apps such as Iphone, Ipad, Ipod, BREW, Android and BlackBerry.

Targeting Content to the Right Audience: It was important for AdMarvel to reach and engage the right audience. We developed tools that enable publishers to segment audience as per location, carriers, devices, device OS, gender, age, time and resolution and leverage every campaign.

Managing Operations

As the traffic started increasing, AdMarvel needed a separate Ops team to handle ad networks, agencies and publishers to optimize and fulfill every campaign. We set up an Operations team for AdMarvel that provides 24 x 7 coverage.

Results

A Journey from Idea to Acquisition

What started as an ad-aggregator platform for mobile publishers and operators to easily source, provision, manage and track advertising is today the leading trusted third party in mobile advertising. It serves over 1.5 billion ads every day; handles more than 5000 campaigns on approximately 175 carriers across 5000 zones. AdMarvel has recently been acquired by Norway-based Opera Software.

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