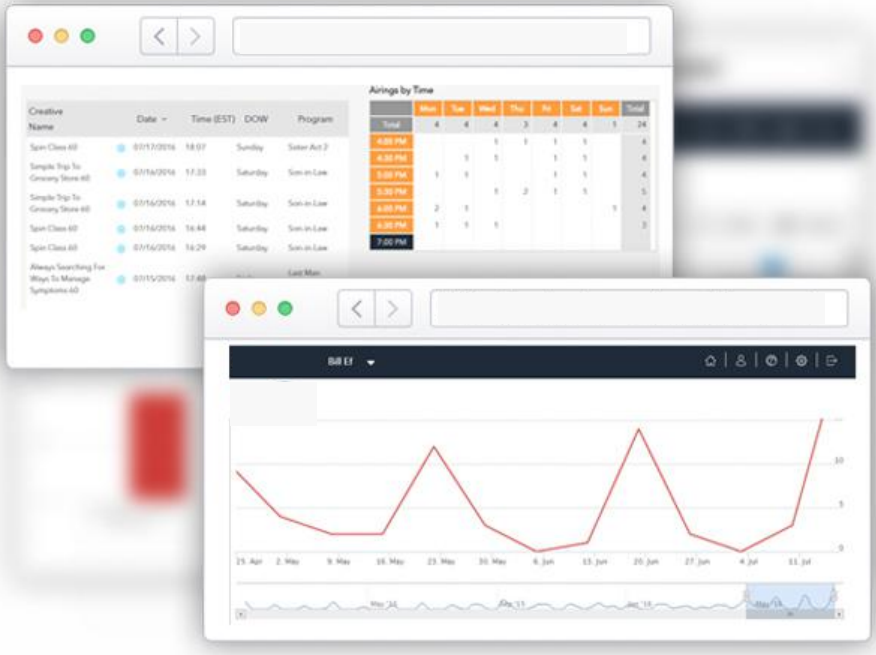


Enabled End Customers To Make Informed Decision Faster- LAMP



The first of its kind analytics platform for direct TV sales platform with more than 100 networks and 24 million airing data that enables media houses make informed decision through real-time brand ranking and multi dimensional spend data analysis.



- With a challenge of exponential data growth, the client wanted a solution to derive analytics at a faster rate and real-time in most cases.
- With improved architecture setup, V2 enabled the client to fetch analytics in an optimized way.
- Client was able to offer same day Competitive Intelligence for all DRTV (Direct response television) campaigns across 100+ Networks
- Implemented API integration with ZOHO CRM for customer engagement and relationship.
- Enabled end users to draw real-time reports with large data sets for lifetime spend analysis