MarketShare.™
a Neustar® Solution

MarketShare Enhances Its Marketing Analytics Services Using H2O

Case Study

H2O.ai

H2O Powers MarketShare DecisionCloud Platform to Build and Run PredictiveModels in Real Time

How a world leading analytics provider uses H2O to power its brand marketing technology for leading enterprise customers, across petabytes of data.

Cross-channel attribution, revenue optimization, and forecasting are among the biggest pain points in brand marketing today. Marketing teams need to see a complete picture of their effectiveness but are often limited to partial data in spreadsheets that take months to analyze. As a result, CMOs and analysts often throw darts in the dark when forecasting the outcome of their marketing investments — severely restricting an organization's ability to reach more customers and grow.

MarketShare has been studying the challenges of marketing attribution and revenue optimization for more than 10 years. The company has released its industry-leading MarketShare DecisionCloud to help the world's biggest consumer and B2B brands connect raw data to information, knowledge, insight, and ultimately — action.

MarketShare DecisionCloud software helps brand marketers see a complete picture of their marketing effectiveness across online, offline, long-term, and short-term efforts. This information helps team members ranging from CMOs to on-the-ground campaign managers plan marketing programs, test scenarios, and optimize budgets.

The platform helps marketing teams make decisions faster with cross-channel attribution, predictive insight, fast course corrections, and decision support. Many of the world's leading enterprise brands ranging from Ford to Intel, Best Buy, Hilton, and MasterCard rely on MarketShare DecisionCloud to connect their marketing investments to revenue.
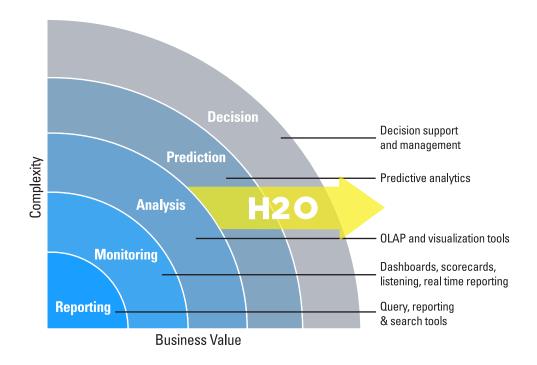
One of the unique value propositions of the company is that it works across the entire marketing department, and all levels of the organization. Over the last two years, MarketShare DecisionCloud has evolved from a measurement and optimization tool to a prediction and recommendation platform.

Driving Real Time Marketing Insights on Petabytes of Data

Organizations are often buried under an avalanche of data, which is often collected on an automated basis, as a byproduct of everyday operations. The process of moving from 'insights' to 'prescriptive action,' as a result, becomes a major challenge.

H2O moves Marketshare up the analytics value chain

> ""It's not just a question of how to work with large volumes of data. It's a question of how to work with large volumes of data, super fast. MarketShare DecisionCloud facilitates the transition from predictive to prescriptive to automated analytics. H2O is at the center of this process."
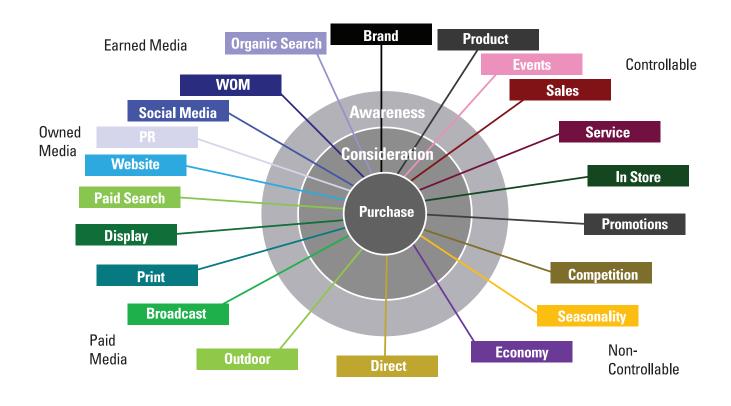>
> - Satya Ramachandran, SVP & Managing Director Marketshare

At the heart of MarketShare's DecisionCloud is a process of real-time modeling. The companyrelies on H2O's scalable machine learning platform to model its customer data, faster.

MarketShare's model development process requires multiple layers. The team uses Hive, Spark, and SQL to process the data and then builds and runs models using H2O. "We run these models on different networks to get them running as quickly as possible," said Ramachandran, SVP and Managing Director, MarketShare. "We started the journey of finding the right solution in 2010. We started off with our own implementation — which is something that a lot of smart software engineers try. After realizing that we needed to pursue another path, we evaluated a number of vendors. We found that H2O was the fastest with its in-memory solution. We found that H2O was 10x faster than anything else out there."

H2O enables MarketShare to transform volumes of online and offline marketing data into real time prescriptive actions

- 120+ Data Sources
- 10+ TBs of data
- Automated Daily Refresh for Data
- Automated Model Refresh

About H2O.ai

H2O is the #1 open source machine learning platform for smarter applications. H2O.ai is the silicon valley software company supporting and developing H2O. Leading insurance, healthcare and financial services companies are using H2O to make smarter predictions about churn, pricing, fraud and more. H2O.ai is fostering a grassroots movement of systems engineers, data scientists, data developers and predictive analysts to move machine learning forward. A rapidly growing community of H2O users is now active in more than 5,000 organizations worldwide. H2O.ai is a Gartner Cool Vendor in Data Science for 2015.