

It started with an entrepreneur, a great idea and a single consultant.

A story about how we started extracting data, to becoming a large big-data project.

our client had the idea to extract and measure audience reaction across many media platforms every customer signal across text, video, image and audio - the goal was to never miss a critical conversation about a client's brand

Testing the hypothesis from client feedback, the business changed direction a few times before it found success. An agile approach to test new ideas in new markets and constantly evaluate the feedback led to a few late nights, but ultimately the feedback shaped a product clients valued.

it evolved into a platform that allows measuring and analyzing engagement with TV events and talents and combines aggregated metrics into accessible and filterable reports

The product focuses on helping TV networks, agencies, advertisers, leagues and sports teams maximize the impact of cross-platform (Twitter/Facebook/Instagram) marketing strategies. In the early days success was sometimes hard-won, we once had to try and capture the NBA finals and failed 6 times, we adapted, tried again and succeeded on the 7th...

next came scaling

as the data sets grew exponentially and we set a few servers on fire in the early days - we evolved the architecture as the platform grew and became more complex (and showcased at AWS Summit)

The challenge we still face today is the legitimate extraction of data from Twitter, Facebook and Instagram. It's not only about navigating through their API, but also having a relationship with each platform that allows us to achieve this.

14 years later, after being acquired, there are 26 of us working on the same project (including an Agile consultant)

tasked with making the best decisions we can

Even after 14 years, there are large challenges we need to overcome to ensure the smooth running of the platform. Any upgrades or changes to data-access need to be stress tested to ensure there is no downtime or errors. The platform is a live update with on-going data feeding into it. Any error, incorrect data or downtime can instantly ruin the trust and relationship between our client and their market. Whatever happens, the platform has to perform faultlessly.

we scaled and grew the platform as our client grew the business to 4 teams

3 feature teams focused mostly on building new functionalities, and 1 support team, which takes care of various short-term tasks and decreasing technical debt

With multiple systems, complex architecture, and the ability to handle terabytes of data, with hundreds of thousands of Social Media posts processed every hour the platform demands a clear understanding and mapping of its functionality.



Today it is a multi-million dollar, international business. Our relationship with our client is one of true integration; we are their team and trusted partners. This has allowed us to drive the technology and architecture decisions independently.

intent

our aim is to be with you for the long term, even if we start with a short-term project trial

we won't tie you up, try us for a month transparency

we push back to help solve the challenges all projects create

