

CASE STUDY

**Pixelfish** realized a huge increase in consumer engagement by combining Google BigQuery and Metric Insights.

**1mo**  
ROI

**3X**  
Improvement



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# At a Glance

## What they wanted to do

- PixelFish, Inc. manages thousand of mobile and video ad campaigns for local businesses
- They reached out to Metrics Insights and Google BigQuery to rapidly deploy an analytics solution with integrated collaboration and event tracking capabilities.
- With better analytics, PixelFish hoped to improve effectiveness of the Adwords campaigns that it runs on behalf of its local business customers.
- The system needed to be easy to use for both business users and BI professionals, and be something that could scale cost-effectively with the company as it undergoes dramatic growth.



By analyzing the performance of AdWords with other data sources, Pixelfish realized a **3x improvement in customer engagement**

## What they did

- Combined Adwords performance metrics with internal customer information to populate a Scalable high-performance BigQuery-based solution.
- Replaced time-consuming Excel-based reporting with actionable, alerts-based analytics using Metric Insights and Google BigQuery.

## What they accomplished

- Dramatically increased PixelFish's ability to optimize AdWords campaign effectiveness with timely analytics that combine Adwords and internal customer data to provide a 360 view perspective of campaign effectiveness. PixelFish delivered a 3x improvement in consumer engagement with the ads that it runs for its small business customers through insights gained from this project.
- Positive ROI in 1 month.
- Implemented initial phase of production system with less than 8 hours of development effort and no new on-premise hardware or software.
- Eliminated half an FTE of work previously spent each month manually compiling and analyzing Adwords performance using spreadsheets while providing deeper insights.



**Metric Insights** is a Google Cloud Platform Partner providing a self-service business intelligence (BI) portal that connects context to data. Instead of presenting data in a vacuum, the product delivers business users instant insight into how events impact key metrics. BI professionals benefit from a solution that supports multiple data sources, internal and external users, big data, and can be implemented in hours instead of weeks or months.

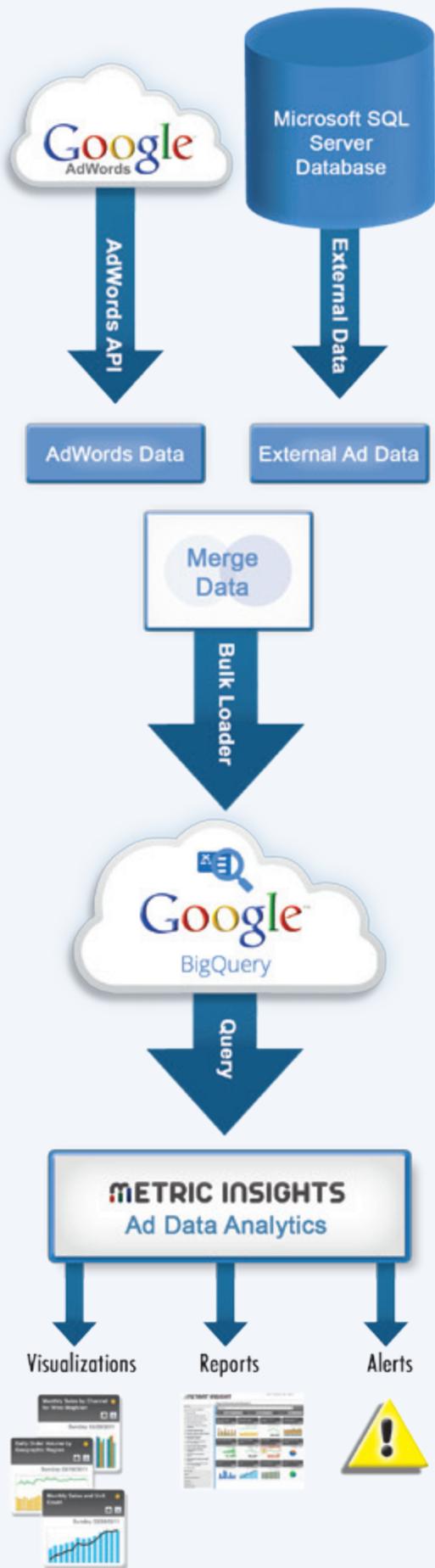


**Google BigQuery** Analyze Big Data in the cloud using SQL and get real-time business insights in seconds using Google BigQuery. Use a fully-managed data analysis service with no servers to install or maintain.



**PixelFish** delivers the most affordable, effective and easy-to-use video solutions for businesses and their partners. There's no better approach to promote products, services and establishments online, on air, and on-the-go than PixelFish video solutions.

Founded in February 2006, our industry-first, multi-tiered video solutions model utilizes different styles of video to address the varying needs and budgets of all sized businesses. Our innovative video distribution solutions help deliver the precise message, to the target audience, in the most advantageous way.



## Case Study

### Organization

Metric Insights is a San Francisco-based company providing a self-service business intelligence (BI) portal that connects context to data. Instead of presenting data in a vacuum, the product delivers business users instant insight into how events impact key metrics. BI professionals benefit from a solution that supports multiple data sources, internal and external users, Big Data, and can be implemented in hours instead of weeks or months. Among its customers is PixelFish, a Software-as-a-Service provider delivering video marketing and advertising solutions that connect local businesses to customers.

### Challenge

PixelFish helps thousands of local businesses reach new customers with compelling and targeted mobile and web video advertising. In order to maximize customer ROI, PixelFish must design compelling video campaigns and deliver those to the right consumers at the right time.

John Zdanowski, COO of PixelFish explains the critical role of analytics at PixelFish as follows:

*“PixelFish is what I call an ‘equation’ business. We need to have detailed real time metrics about everything to enable us to improve the results we deliver for our customers which in turn helps us grow faster and more profitably.”*

Before the BigQuery/Metric Insights solution was implemented, PixelFish was using Excel and SQL Server as their analytics platform. This approach was time consuming and provided very limited insight since Adwords data could not be effectively combined with internal customer information. It was clear to PixelFish management that a new comprehensive and scalable solution was required.

### Solution

PixelFish pulls Adwords performance data using the Adwords API several times a day and combines that information with customer details from their internal SQL Server database. The consolidated information is then loaded into BigQuery for analysis.

In less than 8 hours, PixelFish implemented Metric Insights to visualize a set of key metrics from their BigQuery data. Instead of manually digging through multiple dashboards to find relevant data, PixelFish users configure the self-service portal to deliver the information they require, when they need it.

Impressions, CPC, and CPM rates are analyzed along various dimensions such as type of campaign, type of customer and other demographics to understand exactly which factors contribute to generating the most effective campaigns. Insight is enhanced as event and collaboration information is tied directly to key data points.

Key insights gained from analyzing campaign effectiveness are directly applied towards maximizing the results achieved for customers with video advertising.

*"It is remarkable how short our time-to-value was on this project. With less than 8 hours of effort, we had data loaded into BigQuery and produced a rich dashboard of insightful metrics and reports."*

says John Zdanowski, COO PixelFish

## Results

Google Big Query and Metric Insights have provided PixelFish with a high-performance analytics solution that requires minimal administration overhead and delivers the scalability to support PixelFish's rapidly growing customer base.

*"With Metrics Insights & BigQuery, we are going to spend a lot less time building a system to visualize data & a lot more time testing innovative approaches for delivering value to our customers. The system has already saved us time - but more importantly we're better able to see and act on trends to help us target the right consumers with the right video ad campaigns at the right time for our local business customers."*

noted John Zdanowski, COO PixelFish

The cloud-based deployment of both Metric Insights and Google BigQuery made it possible to realize immediate ROI. Both technologies are ideally suited for rapid implementation by eliminating the expensive and time-consuming pre-work that is typically required before value can be realized from an analytics initiative. Implementation can happen in minutes and hours rather than weeks and months.

*"PixelFish implemented a fully-functioning production analytics application in less time than is normally required to simply install a database and an analytics tool on-premise,"*

says Marius Moscovici, CEO Metric Insights.

Once the application was deployed, continued cost savings were realized. The self-service capabilities of Metric Insights allows PixelFish management to directly analyze business results without requiring an analyst to extract and prepare the data. At the same time, costs for on-going system operations are reduced since complex issues such as scalability, backups, and database optimization are completely managed by Google.



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