CASE STUDY

Optiv Empowers Global Entertainment Company to More Precisely Target and Market to Desired Audiences

OVERVIEW
A major global entertainment company’s marketing organization wanted to cross-promote films across its portfolio to consumers visiting any digital medium to purchase a ticket or other product. Given that the window to market films after they hit the box office is only two weeks, the timeframes for identifying audiences and marketing to consumers are tight.

These marketing requirements call for analyzing and processing billions of records multiple times a day to segment and profile audiences. However, the company’s existing search architecture was taking 24 to 48 hours to return results. If those results weren’t adequate in terms of audience characteristics or size, analysts would have to run another query, creating more delays for campaign creation. Marketing needed to understand customer behaviors accurately in near real time to promote films and other products at the point in time where relevant.

HOW OPTIV HELPED
Optiv Security developed and deployed a data search and analytics system based on a proprietary data lake assessment and aligned to the company’s business needs and desired workflow. The cyber digital experts then implemented a dynamic real-time search engine and visualization platform to provide business insights. The solution was designed to enable custom analytics and accurate ad-targeting quickly across billions of customer data points. Optiv also ensured that this new big data environment is secure, protecting sensitive data to maintain regulatory and policy compliance for personally identifiable information (PII) and the General Data Protection Regulation (GDPR).

Optiv is a market-leading provider of end-to-end cybersecurity solutions. We help clients plan, build and run successful cybersecurity programs that achieve business objectives through our depth and breadth of cybersecurity offerings, extensive capabilities and proven expertise in cybersecurity strategy, managed security services, incident response, risk and compliance, security consulting, training and support, integration and architecture services, and security technology. Optiv maintains premium partnerships with more than 350 of the leading security technology manufacturers. For more information, visit www.optiv.com or follow us at www.twitter.com/optiv, www.facebook.com/optivinc and www.linkedin.com/company/optiv-inc.

INDUSTRY
Entertainment

CHALLENGES
• Running consumer audience queries for cross-promotion took several days
• A significant amount of dark data was trapped in weblogs, limiting search results
• Marketing groups couldn’t effectively support business goals for box office sales
• Optimal security was needed to protect customer data privacy
• Existing tooling only enabled targeting of current and future data, while historic targeting was needed

SOLUTION
• Optiv Data Lake Assessment and Secure Data Lake Development to protect billions of daily consumer data points
• Real-time data ingestion and search
• Data visualization and single source of truth
• Downstream integration of advertising and marketing platforms

RESULTS
• Reduced search-query time from one week to seconds; enabling the build and syndication of audiences in near real-time
• Increased ad-targeting accuracy using customer profiles developed from a variety of data sources and data formats
• Enabled data discovery for audience granularity such as targeting ads for customers based on a specific or complex set of behaviors or characteristics
• IT alignment with business goals of real-time marketing to consumer base
• Increase in compliance with data privacy regulations from Optiv’s security-by-design approach