



Machine Learning Powers Real-Time Marketing Campaign Analytics

Case Study

intuit®



partner
network

SaaS Architecture
Competency

Use data science to
precisely measure
marketing ROI,
ingesting a broad base
of source integrations
via a flexible data
pipeline architecture

Discover how
Origami Logic
leverages machine
learning to power
real-time marketing
campaign analytics.
Learn how they
provide insights into
ROI and optimize
digital marketing
budgets.

intuit®

INDUSTRY

Digital Media
& Marketing

SOLUTION

Data Integration, Data
Management,
Machine Learning,
Analytics & Data
Science Pipelines

CLIENT

Origami Logic
Acq. by Intuit



Intuit

The data-driven world of online ads and promotions is fast-changing, fragmented and ultra-competitive. **Origami Logic** provides real-time insights into the ROI of digital marketing campaigns for media agencies and the global brands who pay for them. Origami's interactive dashboards speed and simplify the detailed performance analytics give marketers the power to optimize campaign ROI and make the most of budgets by eliminating wasteful spending.

The Challenge

Distinguishing signal from noise in ad spending

is a huge data headache for marketers. The data sources are constantly changing because Facebook, Twitter, Youtube, Google are constantly changing the mix of ad/audience interfaces. High-speed bidding signals – across a deep web of agencies – complicate data analytics even further. Continuous transformation of data by Origami into unified campaign performance dashboards across brands, brokers, and media required a nimble, end-to-end approach.

The Solution

CloudGeometry provided Origami a stable, predictable, end-to-end [data integration infrastructure](#) to create, test, and [deploy new data flows](#). Thanks to its microservices architecture, Origami was no longer constrained by a conventional data platform strategy, moving instead to an agile data pipeline fabric better suited to the analytic velocity of broad-spectrum AdTech data. Business analysts and data scientists alike benefited from dozens of ready-to-go connectors preconfigured for popular APIs and data feeds. Versatile data quality rules and alerts ensured the robustness and consistency feeding dataflows to downstream analytic processes.

Assembly Line for Data

Drag-and-drop pipeline canvas to wire SaaS APIs, and Social Media feeds, IoT and more to [AWS Aurora](#), [RDS](#), [Redshift](#), and [Athena on S3](#).

Continuous Incremental Change

Acquire new data sources easily, with dozens of ready-to-go connectors preconfigured for popular APIs and data feeds.

End-to-end Data Versatility

Flexible data topologies to flow data across many-to-many origins and destinations.

The Solution

Amazon S3 data storage was a key success factor in achieving cost-effective operations without sacrificing performances. S3 could retain data in either its raw processed formats, to apply these streams in an endless variety of use cases. AWS Athena provided industry-standard SQL access data access and manipulation right off of S3 buckets. The versatility of Athena also made it easier to build machine learning (ML) models, unearthing campaign optimization opportunities from the latest digital media feeds. Dashboards built with [AWS QuickSight](#) completed the picture with visual analytics.

The Benefits

Origami Logic provided its customers a deep and flexible data integration fabric that delivered continuous, reliable transparency across all dimensions of the marketing supply chain.

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Technology Solutions & Services

to build, optimize and run your
cloud software and operations.



cloudGeometry

TECHNOLOGY SOLUTIONS

APPLICATION MODERNIZATION

Transform Legacy Systems
for Future-Ready Innovation

CLOUD COST MANAGEMENT

Optimize Cloud Spending
for Maximum ROI and Efficiency

AI & DATA

Achieve breakthrough automation and analytic
insights via cutting-edge data strategies

SECURITY AND COMPLIANCE

Reinforce your cloud infra, workload,
operations, and development end-to-end

FOUNDATION SERVICES

CLOUD INFRA & OPS

Robust Infrastructure Solutions for Seamless
Operations

- DevOps as a Service
- Managed Cloud Operations
- Cloud Spend Optimization
- Resilience, Continuity & Backup
- AWS Well-Architected

MODERNIZATION & MIGRATION

Smooth Transitions to Modern Architectures
with Minimal Disruption

- Application Modernization
- Kubernetes Adoption
- AWS Database Migration
- Data Engineering Operations
- Data Integration
- Data Migration
- Cloud Migration & Adoption

ADVANCED SERVICES

CLOUD-NATIVE DEVELOPMENT

Build Scalable, Resilient Applications with
Cloud-Native Technologies

- CI/CD
- Multi- Platform App Design & Development
- Cloud-Ready Teams
- Enterprise SaaS Modernization
- Multi-Tenancy SaaS
- B2B Customer Success Engineering

CLOUD-NATIVE OPERATIONS

Streamline Operations with Advanced
Cloud-Native Practices

- Platform Engineering
- Workload Management
- Monitoring & Observability
- Infrastructure Management

AI/ML & DATA SERVICES

AI/ML & DATA

Leverage Advanced Analytics and Machine
Learning to achieve exponential acceleration in
the ROI of your data assets

- AI/ML Engineering for Data Analytics
- Generative AI
- Traditional ML for Data Analytics
- AI/ML Development and and Data Science
- Data Engineering for MLOps

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CloudGeometry delivers expert technical services, helping our clients unlock the full potential of cloud-native open source tooling and commercial platform technologies.

With roots in Silicon Valley, we've seen firsthand what works (and what doesn't). Count on CloudGeometry to accelerate application modernization, Kubernetes adoption, developer enablement, secure multi-tenancy, AI/MLOps, DevOps automation and more.

- As **AWS Advanced Consulting** partners, our certified solution architects and platform engineers help address the range of challenges facing enterprise innovators and venture funded startups alike.
- The **Cloud Native Computing Foundation** has accredited us as a **Kubernetes Certified Service Provider**.
- We serve as charter contributors to the **Linux Foundation Data & AI Commons** (LF Data & AI), supporting a diverse, sustainable ecosystem for open source data and AI technologies.

Over the last decade, we've built and deployed hundreds of big, fast full-stack apps with well-engineered cloud infrastructure across industries: Financial Services, Industrial Automation, Healthcare, AdTech, Consumer-grade Mobile, smart devices, and more.

From enterprise upgrades to data engineering to cloud-native scale-out, CloudGeometry helps you plot the shortest path across all dimensions of modern cloud software engineering.

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SaaS

Amazon Kinesis

AWS Lambda

Amazon Redshift

AWS Database
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CLOUD NATIVE
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