

Adswizz is the leading global digital audio advertising solution provider, headquartered in Silicon Valley, with a presence in 39 countries. Adswizz builds the intricate ecosystem that enables digital audio advertising transactions to flow easily between buyers and sellers. Adswizz technology is used by services like Pandora, iHeart Radio, TuneIn, NPR, Cox Radio, CBS Radio/ Entercom, Deezer, Kiss FM, Bauer Media Group, The Washington Post, Antenne Bayern or Rogers Media Radio in Canada. As one of the leading providers Adswizz must consequently process enormous amounts of data.

As a part of business activities number of data analysis and data processing is performed with usage of Snowflake. Due to fact that, for some of these activities a time threshold has been reached, Adswizz decided to optimize their processes DataConsulting performed tuning activities on Snowflake Data Cloud with the objective of reducing the overall execution time and resource consumption for data processing and querying activities, especially in scenarios with high concurrency. The goal was to shorten the overall response times, but at the same time, to reduce credit consumption. Key results:

- Recommendations were immediately implemented: reducing overall execution time and resource consumption by 30% for the heaviest process and 10% for the lighter processes
  - Identifying the cause of the slowdown in performance, which is responsible for 80% of the workload
- After the tuning activities carried out by DataConsulting the results of the longest running analysis are delivered in reduced time and did not incur any cost increase.

We recommend DataConsulting as a reliable partner with an expert background in the field of Snowflake tuning.

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