

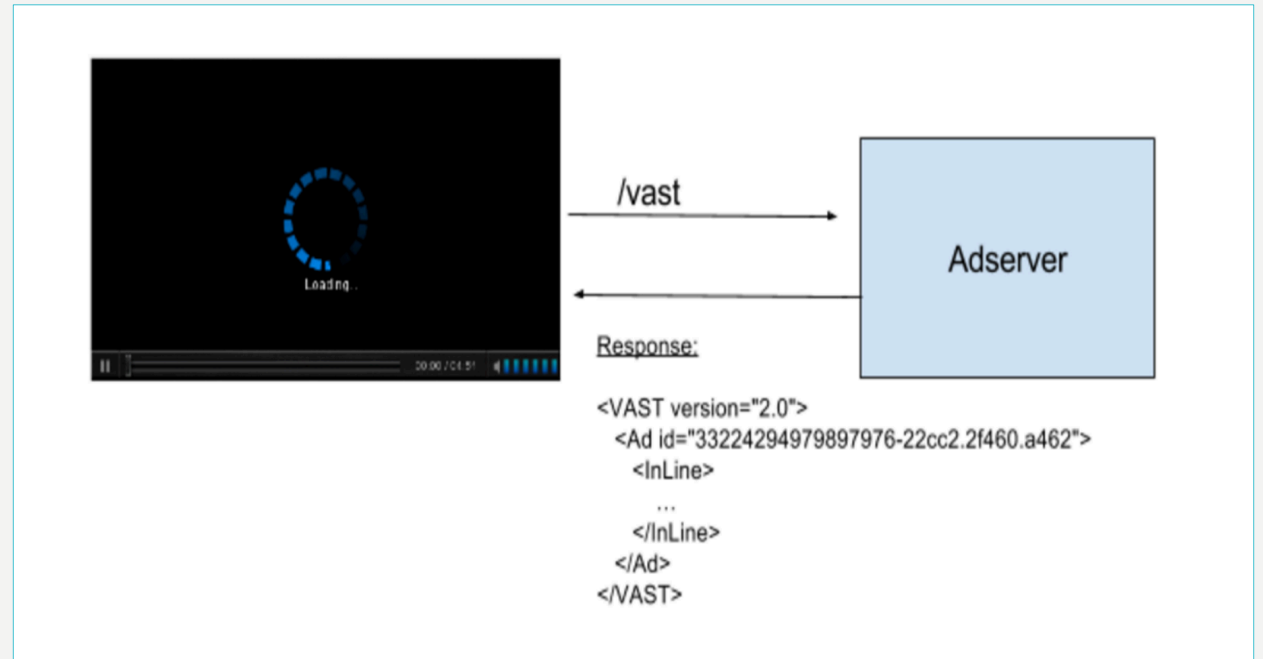


**DATA
PROCESSING
AT SPRINGSERVE**

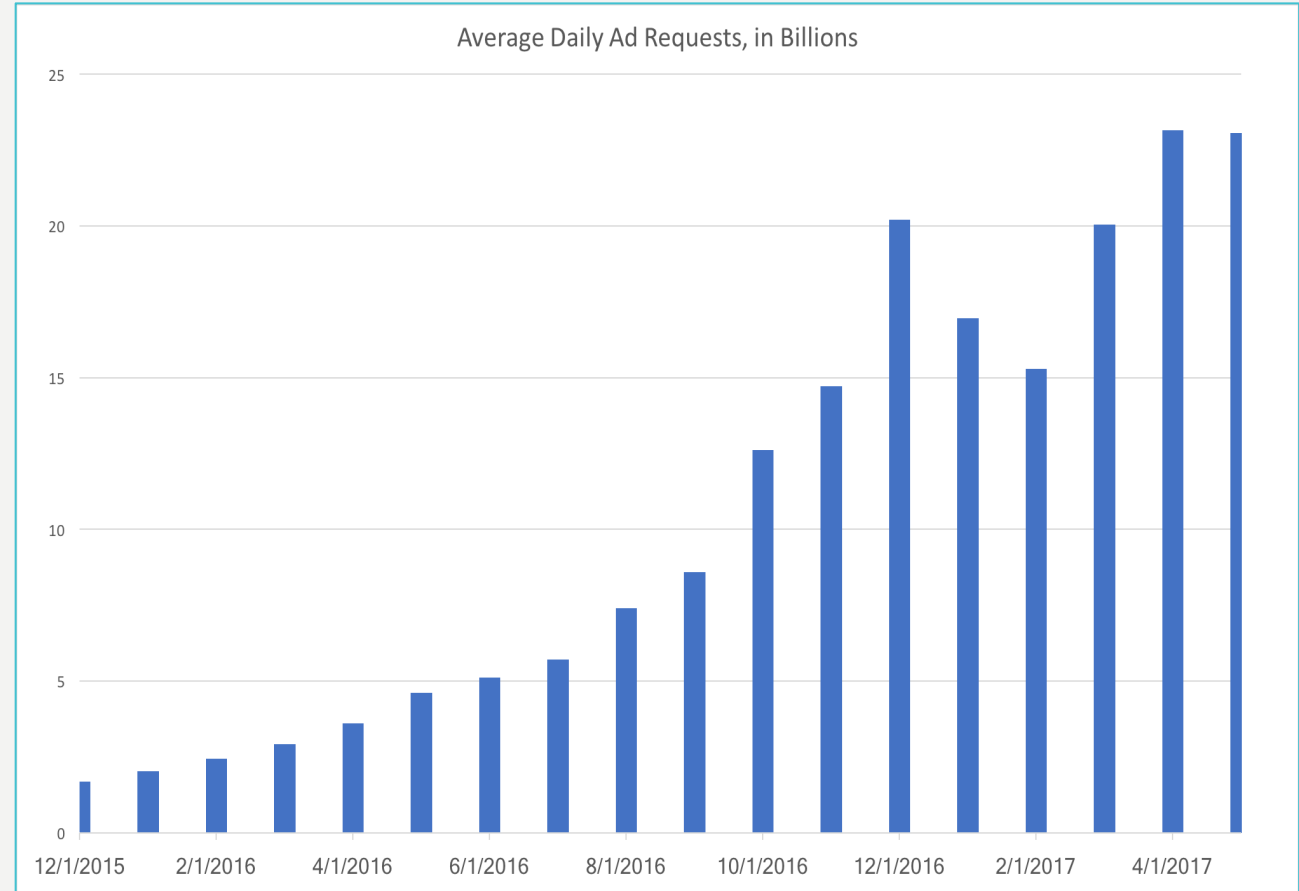
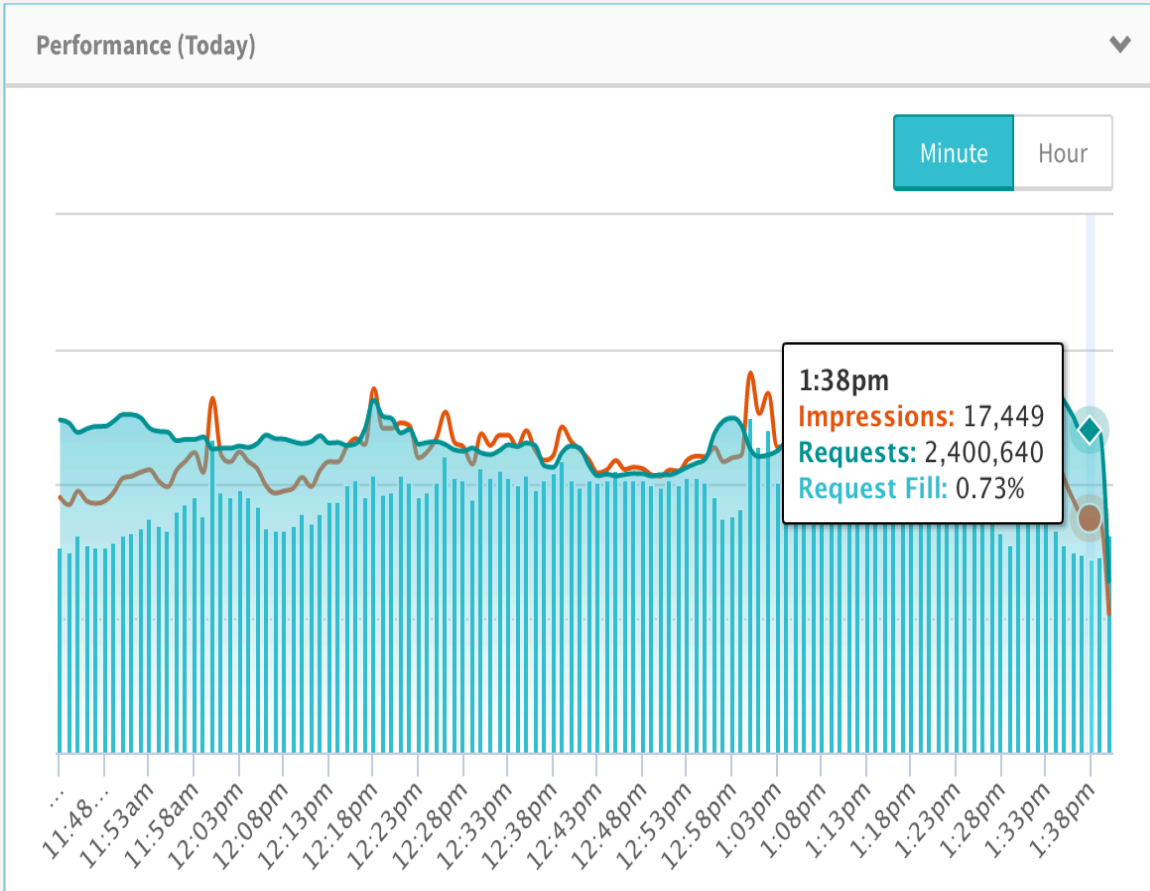
WHAT IS SPRINGSERVE?



- SpringServe is a video ad server purpose-built for people in Ad-Ops:
 - Targeting
 - Optimization/budgeting
 - Real-time reporting
 - Tons of metrics and data points



WHAT IS SPRINGSERVE?



WHAT WERE WE LOOKING FOR?



A data warehouse that easily scales with our business

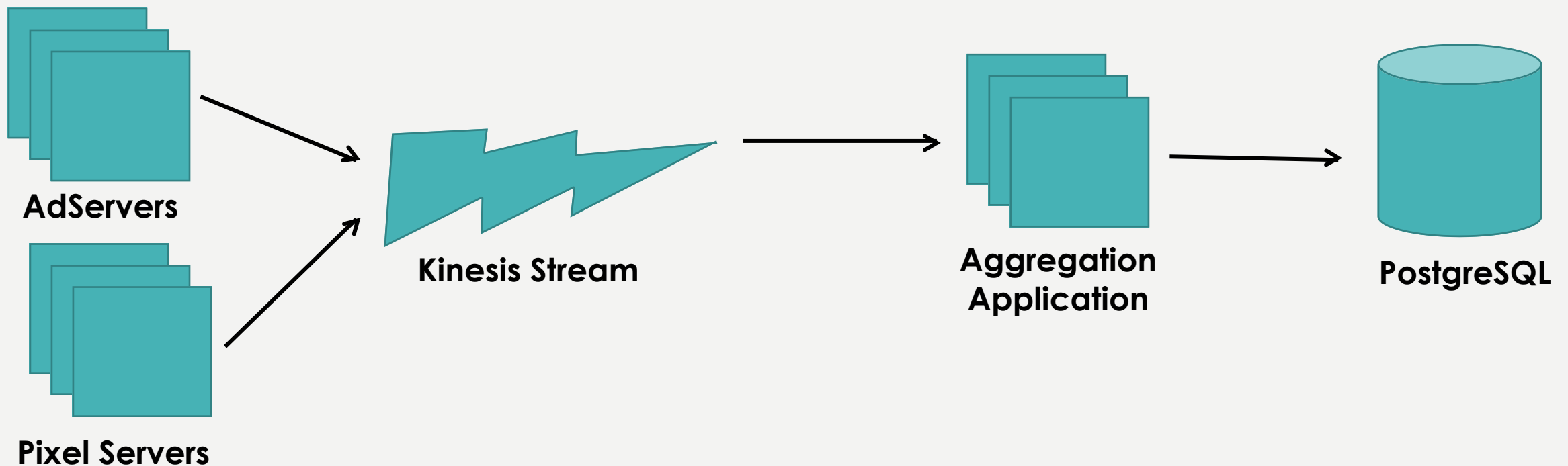
Our Requirements:

- ④ Isolated workloads
- ④ Zero-downtime scaling
 - ④ Ease of use

ITERATION 1



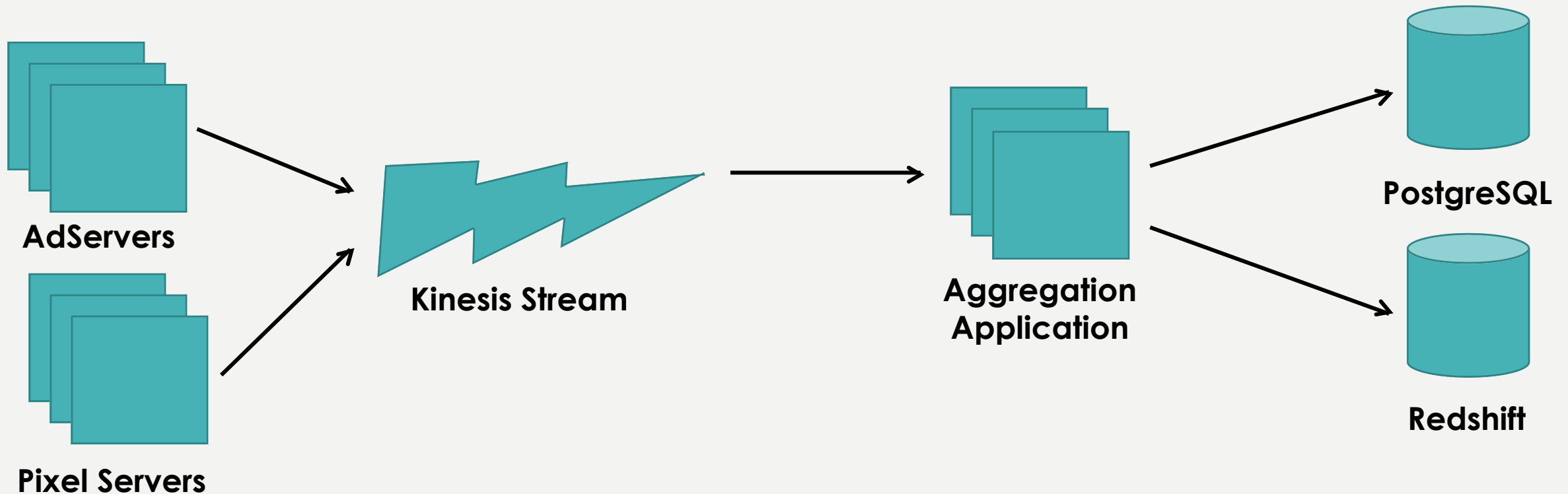
- ④ One PostgreSQL instance
- ④ 1 billion ad requests a day, ~25 thousand reporting events per second



ITERATION 2



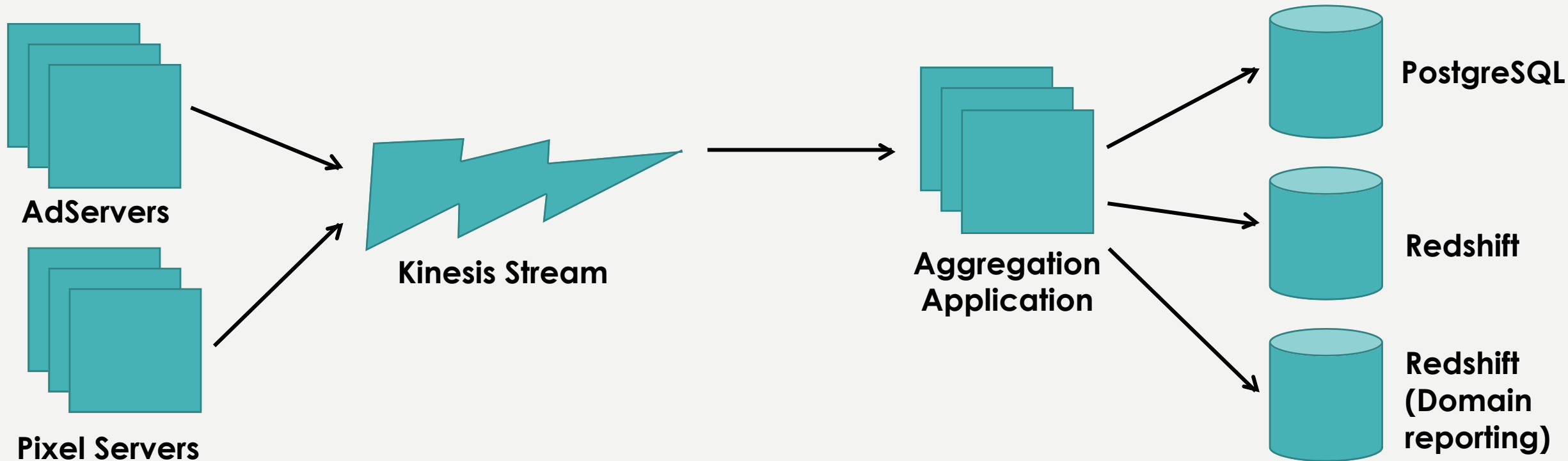
- ⌚ One PostgreSQL instance + one Redshift cluster
- ⌚ 2 billion requests a day, ~50 thousand reporting events per second at peak



ITERATION 3



- ☉ One PostgreSQL instance + two Redshift clusters
- ☉ 14 billion requests a day, ~700 thousand reporting events per second at peak

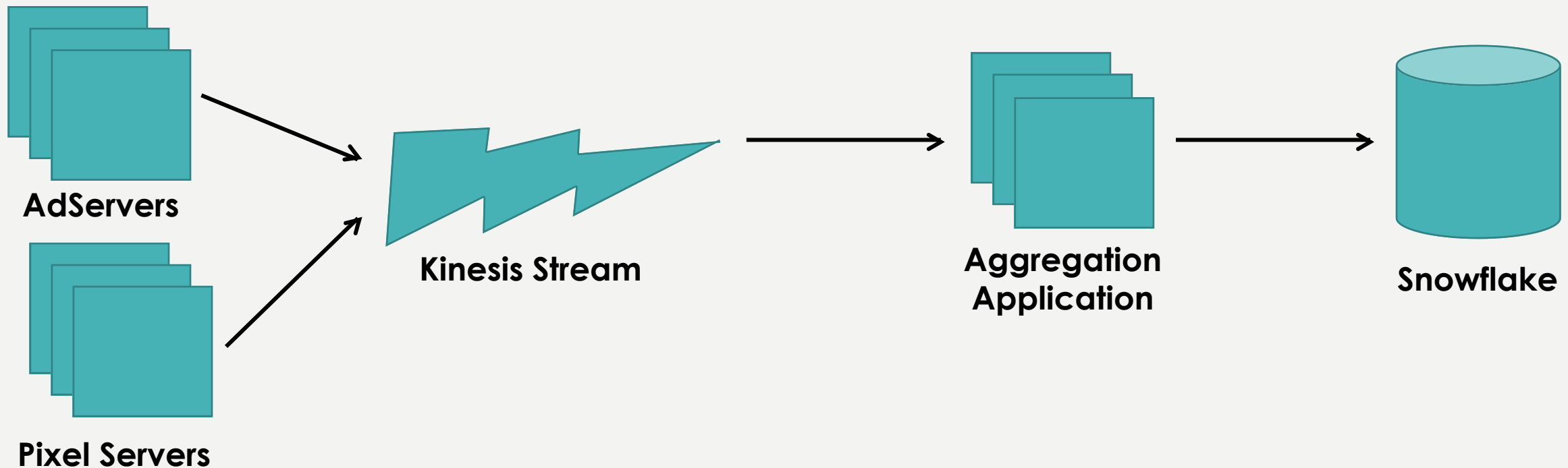


ITERATION 4 (CURRENT)



☞ Snowflake!

☞ 35 billion ad requests a day, ~2 million reporting events per second at peak



WHAT SNOWFLAKE PROVIDED



- ④ Easy transition from PostgreSQL / Redshift
- ④ Scaling to match our platform growth + needs, without interrupting our business
- ④ Data jobs do not trample each other (loading, reporting, ETL, etc...)

→ Our data warehouse scales with us as our business needs evolve.



QUESTIONS?



THANK YOU

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