DataBeach: A Service of Adigami

Product & Functional Outline

June 29, 2017

PRODUCT DESCRIPTION

DataBeach is a product codename for a front-end to the existing Adigami API service for collecting and storing digital media analytics data. It will be a completely self-service multi-tenant system offered by Adigami with a free tier for entry-level users.

DataBeach is a web application that allows the user to easily setup the data collection process at the agency or advertiser level. They will also be able to see some top-level analytics and can download their data in Excel/CSV formats.

So, there're three components to this offering:

1. Backend (a multi-tenant Adigami service based on the current Adigami enterprise service)

2. Web application

3. Website

This document focuses on the web application and the company/product website. The backend is already in production and is not described here.

WEB APPLICATION: OVERVIEW

A typical day at DataBeach can be something like this:

1. User logs in.

2. She creates a new Advertiser by specifying a name.

3. (Collect) She then selects a new Connection from the list of available connections.

4. Account credentials are specified and if necessary the user will go through OAuth so that DataBeach gains access to the data.

5. Data is ordered from the data source and is downloaded in the background while the user waits.

Note: From a UX perspective, this is the most challenging part of the project. We need to find a way to either keep the user engaged or let them go and reel them back in when the data is available.

6. (Dashboard) Some basic visualization is presented to show that we have the data.

7. (Download) Data can be downloaded into Excel/CSV files for external use.

Next, let's discuss the following:

- Navigation

- Connection management

- Viewing and downloading the data

WEB APPLICATION: NAVIGATION

TBD.

WEB APPLICATION: CONNECTION MANAGEMENT

A good portion of the work in creating DataBeach revolves around this piece. We plan to support the following services out of the gate:

Phase 1 Connections

1. Facebook Ads

2. Google AdWords

3. Bing Ads

4. DoubleClick for Advertisers

5. DoubleClick for Publishers

Phase 2 Connections

6. Facebook Insights

7. Centro

8. simpli.fi

9. Google Analytics

10. MailChimp

11. SendGrid

The job of the connection manager is to present the user with a UI for creating and editing connections to these data sources. Note that the Adigami service provides detailed information about the necessary credentials for each service. The connection manager will present the fields and implement any OAuth style authentication as needed. Adigami has already implemented a stand-alone OAuth2 authentication service that can be used in the connection manager.

Some services need further attention beyond authentication. For example, after authenticating into Google Analytics, you need to select one or more profiles. The connection manager will have to have specific knowledge for each service in order to make each connection happen smoothly.

WEB APPLICATION: VIEWING AND DOWNLOADING THE DATA

Aside from allowing for easy provisioning of connections, we want the user to get a very basic overview of their data and be able to download it into Excel. We believe this is a valuable service which can have many audiences.

The dashboard will have a simple control for date range selection offering options like 7, 14, 30, MTD.

Each digital media channel with have a simple chart and/or table showing basic metrics relevant to that channel. For example, for email data we will have boxes showing sends, opens, clicks, etc. For display and search we can have impressions, clicks, cost, etc. The idea is to keep it very simple, but fairly useful.

WEBSITE

The DataBeach service is accessed through the Adigami website. We should do our best to avoid rebuilding the current Adigami website and simply offer this service within the existing site.

SOME THOUGHTS ON PRICING

Considerations about the trial period and free version of the software:

1. We will offer a free plan for this service with limitations on the number of days of data it keep (e.g. 29 days max.)

2. There will be three paid plans:

    a. Small, and Medium will hold data for the past 3, and 12 months, respectively.

    b. The Large plan will hold data indefinitely.

3. Pricing on paid plans is on a per-connection basis and varies by plan (e.g. $20, $40, $80).

Further thoughts on pricing:

4. We may consider adding a nominal fee for rows of data in each of the paid plans.

5. We should have a white-labeling fee.