



SECTION 6.1

InMobi: Driving Meaningful Connections Between Customers and Brands

When it comes to advertising, consumers want to see content that's relevant and personalized — especially if it's appearing on their mobile devices, where time is a valuable resource — so it's important to instantly capture the consumer's attention and drive engagement. InMobi does this by using real-time customer data to deliver targeted mobile advertising and lock screen experiences. But as data processing requirements increased to 20+ terabytes per hour, the cost of running their multicloud data warehouse skyrocketed, while its proprietary nature created silos that hindered collaboration and data sharing.

InMobi migrated from their multicloud data warehouse to Databricks to unify their various workloads (data warehousing, AI and analytics), streamline operations and free up their engineers to work on more valuable tasks, helping them to achieve better operational agility and efficiency. Since moving to the lakehouse, the company has not only significantly reduced their total cost of ownership (TCO) compared to when they used a multicloud data warehouse — they have also improved productivity across the organization, resulting in faster time-to-market of new products.



Our focus to optimize price/performance was met head-on by Databricks. The lakehouse helped us reduce costs without sacrificing performance across mixed workloads, allowing us to optimize data and AI operations today and into the future.

— MOHIT SAXENA

Co-founder and Group CTO,
InMobi

32%

Lower TCO compared to their multicloud data warehouse

15%

Faster queries compared to their multicloud data warehouse

20%

Improved performance of supplier reporting