

Bringing more personalized mobile ads to customers everywhere

Now, with a unified, more streamlined lakehouse architecture, InMobi is able to take full advantage of their robust customer data to deliver smarter, more personalized mobile advertising. Various teams leverage Databricks notebooks for ad hoc analysis, Power BI for visualizations on top of Databricks SQL — the serverless data warehouse on the lakehouse — and MLflow to build their next-generation AI platform. They've also found great success with Delta Live Tables for anomaly detection, with a 50% improvement in SLAs and an 80% reduction in costs. Data silos and data discoverability are no longer an issue either, thanks to Unity Catalog. With Unity Catalog, they can now govern access at the table and column levels, while ensuring complete data lineage is captured to ensure they have visibility into where data comes from and whether it's stale or not. With a platform designed to meet their analytics and AI needs, the InMobi team is diving into new technologies, including large language models (LLMs), to help deliver insights to their customers more efficiently. "We've started to look at implementing LLMs to make it easier for our end users to ask a question and find the information they need. The lakehouse architecture will make this effort easier, as jobs will run automatically under the hood. This will give our teams the ability to simply ask a question without any expertise and get the contextual answers they want at their fingertips," explained Sundaram.

In terms of business impact, there've been a number of measurable improvements across the board after the migration. Not only are infrastructure costs 34% lower than before, but there is also a 15% boost in query speeds and 20% fewer job failures compared to their previous data environment, all contributing to 20% better performance of reporting and insights delivery to end users. The TCO is 32% lower compared to when they used a multicloud data warehouse, and there's been a 24% cost reduction in running their ETL pipelines as well. More qualitatively, the team is seeing overall better reliability — with systems more stable than ever — and experiencing a positive reputation boost with their customers.

"Our rate of experimentation has improved tremendously," said Mohit Saxena, Co-founder and Group CTO at InMobi. "Databricks has simplified collaboration, and the unified approach that the lakehouse offers allows us to be more efficient, productive and compliant when delivering new features and products."

By moving to a unified platform on the Databricks Data Intelligence Platform, InMobi can now focus on innovating in the mobile advertising space to deliver real-time personalization that drives value for both InMobi's customers as well as their internal end users.



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