

Grow Revenue and Boost Productivity



Vevo selected Aqfer's Marketing Data Platform as the basis for its MELODY big data analytics platform, which was jointly developed by the Aqfer team and Prohaska Consulting.

About The Client

Vevo is the world's largest all-premium music video provider, offering artists a global platform with enormous scale through its distribution partners. Vevo connects artists with their audience globally via music videos and original content, working directly with them to find unique ways to bring their music to life.

Challenges

In 2018, an influx of 18+ million new subscribers to and 25+ million additional monthly global views on the Vevo YouTube channel led to an exponential increase in inventory demand (resulting in \$600 million in revenue). But Vevo's publisher lacked an advanced and scalable data platform to fully optimize growth and take advantage of its recent successes.

The team faced mounting risk from inefficiencies in its infrastructure. Vevo's reliance on inflexible and outdated systems and processes:

- **delayed verification of premium inventory via Comscore and Nielsen audience data**
- **required numerous resource-intensive manual resources**
- **made them heavily-dependent on expensive, limited scale registration data**
- **caused ad server analytics to be housed in disparate systems, complicating target audience authentication**

Vevo recognized that in order to continue to grow its business and productivity it needed a dramatically more advanced solution. The team was determined to invest in a data platform that provided them with the flexibility to data mine and that was scalable for future performance and profitability.

Results

Vevo turned to Prohaska Consulting - experts in MarTech and AdTech strategy and execution - to find a solution that would best fit its needs. Together, they determined the company needed a scalable big data platform that could drive its first-party machine-learning strategy. After an extensive search, Prohaska advised Vevo that Aqfer's Marketing Data Platform was the solution best suited to help the company achieve its goals and overcome its infrastructure inefficiencies.

Working jointly, Aqfer and Prohaska developed and delivered MELODY, an advanced, flexible, and scalable first-party data analytics platform custom-built for Vevo to help it dramatically increase premium inventory, improve productivity, and grow its revenue. MELODY allowed Vevo to aggregate data from sources including Comscore, DFP, Nielsen, Operative, and YouTube into a single platform and apply machine learning processes to perform simulations and optimize directions based on its desired goals. Built-in audience and campaign dashboards within MELODY are integrated with its machine learning tools and direct optimizations from the dashboards to Vevo's ad server of choice.

Key Metrics

100%

*increase in
premium inventory*

20%

*revenue
growth*

30%

*improvement in
productivity*

"The custom-developed MELODY platform improved productivity, enhanced our brand, and gave us a long-term, first-party proprietary data mining platform that will drive business for years. This next-generation solution is transformative for our business."

Natalie Scully, SVP Global Revenue Operations, Vevo