



enRichMyData

Enabling Data Enrichment Pipelines for AI-driven Business Products and Services

ORGANISATION INFO

Name: JOT Internet Media
Established: 2004
Country: Spain
Global market reach: 74 countries
Keyword database: 3.8 billion keywords
Lead name: Fernando Perales, Ph.D.

ABOUT

JOT is one of the three largest worldwide players in international brokering of high volumes of multichannel Internet traffic, which includes search engine queries, social network media and advertising space. The company operation reaches large technology partners such as Google, Bing/Yahoo, Ask.com, Web.de and CBS. JOT manages campaigns in 74 countries with more than 3200 accounts in 17 languages, counting with around 250 million impressions, 8.7 million clicks, and over 3,800 million keywords per day.

ROLE IN THE PROJECT

JOT brings its expertise in implementing fully data-driven digital marketing campaigns. In addition to business knowledge, JT brings experience in hybrid architecture and data pipelines generating insights from large and diverse datasets.

BUSINESS CASE

ABOUT BUSINESS CASE

Being part of the enRichMyData project, JOT can correlate the marketing campaign's performance with the most relevant external factors and increase their impact. This could be accomplished by merging weather data with real-time events that only happen in the location where a specific ad is targeted. Thanks to this approach, the JOT will be able to ensure their digital marketing strategies go beyond what the users want and also what social and environmental issues could be there that could affect their business. Among other things, the enRichMyData project is engaging in optimising the campaigns in terms of performance and contextuality.

TOOLBOX USAGE

JOT utilises the enRichMyData toolbox whenever undertaking a digital marketing campaign. CleanR enables the cleaning and purifying of the data collected at a massive scale and guarantees the data's quality before its analysis. LinkR is beneficial for weather data collection. The ScalR coordinates the data analysis and scales it up for large-scale purposes to count the complexity and volume of information processed. The tools are vital in deploying a more knowledge-based and better-performed campaign and a strategy that responds to changes in market demands.