

Case Study

Upday Solves a Key Data Challenge with Localytics Direct Access

The Company: upday

With over 8 million active users, upday is Europe's largest news app. Upday was formed through a partnership between Samsung and Axel Springer, the largest digital publishing house in Europe, to provide personalized news based upon a user's region, interests and behaviors. Upday is pre-installed on Samsung smartphones across 16 different European countries, including on Samsung's new Galaxy S8 line.

The Challenge:

Upday was scaling rapidly, which created major challenges for its data platforms. The sheer volume of data generated by its millions of users in under one year needed to not only be handled, but also harnessed for its value. Upday's existing infrastructure and processes were being threatened by its continued growth, and with no signs of slowing down, the company needed to solve this problem fast.

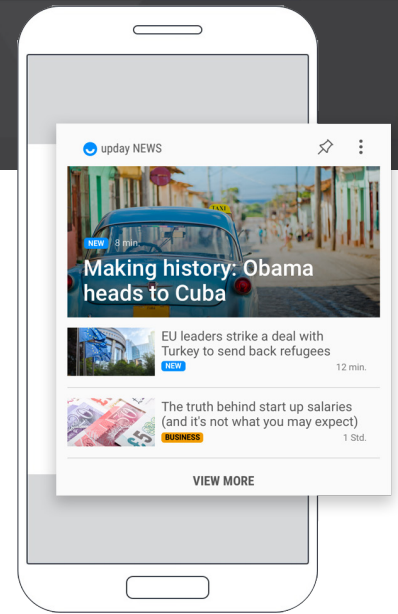
Upday was experiencing significant pain around:

- Unnecessarily high and growing data storage costs
- Engineering time being wasted on inefficient Extract, Transfer and Load (ETL) processes
- Difficulty collect, organizing and sharing data across the organization

All of this made the value hidden in the data more difficult to access. The ability to collect, process and apply that data to deliver engaging, personalized content to users remained the greatest challenge.

Key Results:

- 60%**
Reduction in data storage costs
- 10%**
Of engineering time freed up to work on higher impact projects



“With a rapidly scaling business and user base, we urgently needed to improve the efficiency of our data processing and analysis, and to future-proof our data infrastructure for continued growth. Localytics Direct Access allowed us to scrap a large bulk of the high-cost ETL process we were managing, enabling us to reallocate our time and resources. We're now able to focus on analyzing the data and communicating the insights, rather than maintaining a snowballing data lake. This lets us do more of what we're best at: personalizing content for our users.

- Madeleine Want, Product Manager
Upday

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The Solution:

Localytics Direct Access

Results:

With Localytics Direct Access, upday has found a cost-effective and streamlined way of collecting, organizing and utilizing its data.

Upday’s ability to deliver personalized content relies heavily on understanding the signals of interest that users give. With Localytics, upday is now able to better understand and track those signals.

Direct Access makes raw session, event and Profile data from Localytics data directly accessible, enabling the upday team to run its own queries and create custom reports against that data without having to import, process and store the data itself.

Thanks to Direct Access, the lengthy ETL process has been bypassed. This has allowed upday to free up and reallocate 10% of engineering time to work on higher impact projects.

Additionally, upday is no longer inefficiently storing data, as the team can easily query what they need, saving 60% in data storage costs.

With Direct Access, the entire upday organization can more easily access all of its user data, democratizing the insights needed to drive major business impact.

Direct Access offers BI Integrations with:

