

Invisibly Revolutionizes the Consented, Zero-Party Data Space

As a strategic product engineering technology partner, GS Lab | GAVS is proud to be a catalyst in Invisibly's success, contributing to its journey towards industry leadership.

The challenge

Invisibly was building a next-generation zero-party data marketplace that would increase ad relevancy for brands and provide value for people. The vision was to monetize consumer data through consensual sharing, demanding a robust, high-performance solution capable of handling a billion-scale event ingestion pipeline.

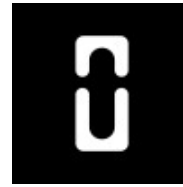
The solution

GS Lab | GAVS engineered a high-performing, scalable platform that handles enormous real-time data using custom microservices on GCP. The consent management functionality uses BigQuery and custom services running on Google Kubernetes Engine (GKE). The sophisticated Campaign Manager offers a centralized platform to create, manage, and optimize ad campaigns.

The result

The platform proved to be a game-changer with its "monetization with consent." It provides unprecedented Ad Relevancy with advanced targeting algorithms, fueled by real-time, consented user data, enabling brands deliver personalized and highly relevant advertisements to their reader. The customer not only complies with privacy regulations but also gains trust of users for long term relationship.

The scalable architecture handles a billion-scale event ingestion pipeline. The high-performance infrastructure is the foundation for a responsive and resilient ecosystem. The advanced targeting capabilities, real-time analytics, and intelligent ML algorithms enhance the ad relevancy. It used GPU powered cloud VMs on Google Cloud to ensure the performance and durability of the MLOps pipeline.



About Invisibly

Invisibly, a startup poised for industry disruption, is focused on empowering people with their data by letting them earn from it. They are creating a marketplace to open up a new way for brands and people to benefit from consented data.

People provide their data to Invisibly passively or actively in exchange for rewards provided by the partners.

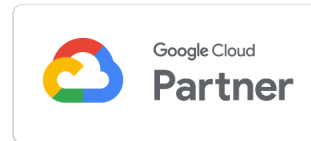
Vertical/horizontal solution: Advertising & Marketing

Primary project location: United States



About GAVS Technologies Private Limited

GS Lab | GAVS offers digital product engineering, AI-led managed services, and digital transformation services to customers across the globe.



Products

Google Cloud Platform