

# How Veritonic uses Lariat Data's Proactive Data Monitoring to increase their Data Team's Feature Velocity

## Overview

Veritonic is the industry's comprehensive audio research and analytics platform to research, test, and measure the ROI of audio assets and campaigns pre-market, in-market, and post-campaign. Advertising leaders rely on Veritonic's data to guide how their ads impact brand perception and campaign performance.

From the very early days of the company, maintaining data quality has been the utmost priority. The team is always looking to find new ways for technology to optimize the process. Thus, Veritonic saw an opportunity to leverage Lariat's cutting edge technology to further revolutionize their data quality monitoring.

## Key Outcomes

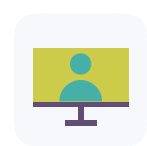
Working with Lariat, Veritonic was able to further streamline their process for data quality monitoring in the following ways:



Allowing best-in-class Customer Success team to proactively anticipate customers' needs and questions due to continuous monitoring



Enabling non-technical team members to answer deep data quality questions independently of the Veritonic Engineering team



Streamlining team communication through centralization of data quality metrics



Decreasing manual intervention for identifying & remediating issues by 30%



**Scott Simonelli**  
CEO & Co-Founder,  
Veritonic

"At Veritonic, we pride ourselves on providing the most robust and transparent audio measurement data in the industry. Lariat's Data Quality Monitoring Platform allowed us to further increase our engineering efficiencies so we can continue to provide the highest level of value and service to our global clients."

## Motivation:

Veritonic's Attribution solution is gaining significant traction in the market. As Veritonic onboarded more Enterprise-grade clients and greater volumes of data, the company sought to increase efficiencies relating to engineering time, and compute cost in order to build an even more nimble data quality approach. The primary optimizations identified involved following a continuous data observability approach:

- Reducing engineering effort to track data quality metric at every stage: from raw data ingest to data transformation
- Lowering costs by building summaries of data health to ask new questions without running large & complex queries
- Centralizing Data Quality metrics across both technical and non-technical teams

The Lariat platform was a strong fit for the company's ever evolving platform as it requires only 15-minutes to set up, connects to a wide variety of sources (Kinesis, Athena, Lambda & Snowflake), and allows for cross-team collaboration. It proved to be the robust solution that the company was looking for to build a 360° view of their data.