



Calpont Helps Companies Improve Ad Targeting with Deep Analytics

Calpont CTO, Jim Tommaney and eMetrics Guru, Jim Sterne, Team Up to Present New Analytic Approaches for Online Advertising

Frisco, TX – June 21, 2011 – [Calpont Corporation](#), a leading provider of high-performance analytic databases today announced a webinar, “Improve Ad Targeting by Widening Your Analytics,” which will be held today, June 21, at 2:00 P.M. EDT. The free webinar explores how new advances in data technology eliminates analytics bottlenecks that results in better targeting and reach for online advertisers.

During the webinar, Jim Sterne and Jim Tommaney will discuss how marketers can capitalize on the Big Data being generated online with the right technology infrastructure and analytic rigor. It will provide online marketers with an understanding of how to address Big Data for ad targeting by increasing analytic breadth, depth and performance. For data analysts and technologists, this webinar will discuss how a specialized analytic database can reduce decision latency and expand cardinality of analysis.

Participants will learn:

- Why advertisers are challenged to leverage the most they can from the attributes they capture.
- How the power of addressing more attributes in Big Data analysis can lead to business success.
- How an Ad Serving company materially improved its reach and frequency analytics by getting more granular around its website visitor segments.

To register for the event, visit <http://www.calpont.com/ad-targeting-webinar-calpont>. This event will also be available online for future viewings.

“The amount of online advertising information being generated and captured is creating a Big Data opportunity for emarketers,” said, Nick Ochoa, vice president, marketing at Calpont. “But leveraging Big Data for today’s advertising analytics needs is only possible with a modern data infrastructure. Calpont InfiniDB is an analytic database that is perfectly suited to provide rapid and easy access to granular, highly dimensional online data, and still deliver high performance when data and processing demands grow.”

If you can’t wait and want to start using InfiniDB Enterprise, it’s available to download and try at www.calpont.com.

About the speakers

Jim Sterne, dubbed the "godfather of web analytics", has authored several books on Web metrics and optimization. He also produces the eMetrics Marketing Optimization Summit www.emetrics.org and is co-founder and current Chairman of the Web Analytics Association.

[Jim Tommaney](#) is the CTO of Calpont. He is responsible for driving the InfiniDB technology infrastructure that allows customers to tackle Big Data problems.

About Calpont

Calpont Corporation is a provider of scalable, high-performance column-oriented analytic databases enabling ultra-fast, deep analysis of massive data sets. InfiniDB Enterprise is the emerging choice for demanding data warehouse, business intelligence, reporting, and analytic deployments. Known for its rapid implementation time, unmatched operational simplicity and extraordinary value, InfiniDB provides a proven solution for data-intensive businesses, including those in the software, online business, telecom, and social spheres. For more information, please visit www.calpont.com, join our community at www.infinidb.org, or follow us at twitter.com/calpont.

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