

Reading from a Single Source of Data Truth with the New York Post



How the New York Post went from pilot to production with Ascend in three months for a complete view of reader, advertising and other data.

OVERVIEW

Understanding advertising information as well as how readers interact with digital content is crucial to the growth and success of the New York Post and its associated online properties. Already hyper-focused on building robust data pipelines to feed insight and analytics teams, the upcoming crackdown from Google on third-party cookie data in the Chrome browser accelerated the need to drive more data-driven personalization and engagement across the New York Post sites.

This is where Ariscielle Novicio, SVP & head of technology for the New York Post, and her team needed to focus their efforts—quickly creating a scalable way to build data pipelines that power critical insights and changes for how readers and subscribers interact with digital content.

“As [New York Post’s parent company] News Corp was looking into a unified Customer Data Platform, we discussed building an ETL [extract, transform, load] platform internally, but the timeline for delivery was aggressive,” noted Novicio.

The team at the New York Post required a faster way to ingest, aggregate, transform, and write out a variety of critical new data feeds in order to meet various business demands and requirements.

“With Ascend, **the tech just worked and the people just worked.** The **relationship with Ascend is fantastic, which makes our lives so much easier.**”

~ Ariscielle Novicio, SVP & Head of Technology at the New York Post

AT A GLANCE



Highly data-driven publisher that relies on fast access to accurate data.



Challenged with accelerating time-to-market for internal reporting, financial, and other data initiatives.



Ascend enables the team to meet timelines while working in a platform that flexes to fit their needs.



Ascend’s enterprise-grade platform scales to meet demands without limits or pricing surprises.

As the Ascend Unified Data Engineering Platform was introduced to the team, which is composed of software engineers and project managers, they quickly realized that deploying an ETL platform using Ascend would dramatically accelerate their time to market and ability to continuously deliver new data streams.

“The tech stack was known to us and the programming languages used are ones my team supports, *so by the time we had the pilot launched, which was very quickly, the team was all in,*” said Novicio.

deliver on that need.

Novicio noted, “With the breadth and speed we require, Ascend meets the demands. We no longer look at individual data sources to pull into Ascend, *we look at our entire enterprise—customer facing and internal—and decide how to pull that into Ascend* and then feed it into other systems for visualizations. Ascend is the gateway that processes all our data.”

In doing this, the Ascend Platform also enabled the New York Post team to focus on

“ *Ascend is the gateway that processes all our data.* ”

In order to meet the upcoming deadlines for reporting dashboards, the team at the New York Post needed a platform that could bridge systems including Amazon Web Services, Google Cloud, BigQuery, Vidora for AI and machine learning workloads, and, importantly, the internal Customer Data Platform.

In addition to accelerating time-to-market for initiatives, the New York Post team needed to deliver a single source of truth for data across the enterprise, and the ETLT capabilities of the Ascend Platform helped the team

the higher-level work that provided value across many business units without the need to manually transform dozens—if not hundreds—of distinct data sources. Ascend’s automation of data orchestration freed up the team to work on other business needs.

“When we have a new business goal, which right now is to be more data-driven, we look for the right team and the right tools for the job. *Ascend is the path to all the other capabilities that we need to integrate or enhance for that goal,*” said Novicio.

“All of our data is coming through one system—Ascend—and then getting passed to the appropriate tool or system, so *the entire organization can trust the data they’re looking at because it has gone through a scalable enterprise solution to get there.*”

~ Ariscielle Novicio, SVP & Head of Technology at the New York Post



A unified data engineering platform for a rapidly expanding data ecosystem

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