

Zimetrics Achieves AWS Advertising & Marketing Technology Competency to Power AdTech & MarTech Data & AI Infrastructure

Specialized designation recognizing Zimetrics' ability to design, build, and operate production-grade solutions across the entire AdTech and MarTech lifecycle.

AUSTIN, TX, UNITED STATES, August 12, 2026 /EINPresswire.com/ -- Zimetrics, a digital solutions engineering firm specializing in data platforms, AI systems, and [AdTech](#) infrastructure, today announced it has achieved the AWS Advertising & Marketing Technology Competency. This designation, earned by a select tier of global AWS partners, recognizes Zimetrics' proven track record in engineering high-scale data platforms, real-time AI engines, and privacy-compliant cloud architectures.

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Ken Weiner, CTO, GumGum

Zimetrics serves as an engineering partner for leading agencies, publishers, AdTech innovators, and brand marketers - modernizing legacy data pipelines, deploying predictive campaign models, and unlocking new

monetization avenues through durable, future-proof infrastructure.

The competency recognition spans four specialized sub-categories: Digital Customer Experience, Audience & Customer Data Management, Ad Intelligence & Measurement, and Privacy-Enhanced Data Collaboration - reflecting Zimetrics' end-to-end capability in driving first-party data activation, identity resolution, and cross-channel measurement at enterprise scale.

THE ENGAGEMENTS THAT EARNED THE DESIGNATION

The AWS competency review was anchored in audited, customer deployments across three core pillars: Real-Time Contextual Intelligence, Privacy-Enhanced Audience Infrastructure, and First-Party Identity & Clean Room Platforms:

1. Real-Time Contextual Intelligence at Scale

Built and scaled a real-time contextual classification engine to analyze page-level and video content across billions of daily impressions, powering the contextual intelligence platform. The

solution delivers brand-safe, cookie-free targeting signals by combining NLP, computer vision, and AWS-native data services - classifying over 3 billion daily ad impressions in production with 90%+ IAB category accuracy. The engagement extended into attention measurement analytics, enabling expansion into CTV and omnichannel brand safety at a scale that directly moves the needle for advertisers.

“In AdTech, your data platform is your moat. We chose Zimetrics because they don’t just understand the engineering — they understand the business of media intelligence and what it takes to build a system that scales to billions of impressions while delivering signal quality that actually moves the needle for advertisers. They have been an exceptional engineering partner across our AI and data platform investments.”
— Ken Weiner, CTO, GumGum



Zimetrics AWS Advertising and Marketing Technology Competency

2. Privacy-Enhanced Audience Infrastructure

Engineered a privacy-preserving audience segmentation and targeting infrastructure for a mobile advertising platform, enabling effective audience delivery in a post-IDFA, cookieless environment without relying on third-party identifiers. The solution leverages on-device processing, cohort-based targeting, and AWS Clean Rooms to allow clients to activate data collaboratively while maintaining full privacy compliance across regulated markets in Europe and North America - delivering a 30% reduction in ad operations overhead post-consolidation.

3. Audience Intelligence - Identity Resolution & Data Clean Room Platform

Architected an end-to-end identity resolution and data clean room solution enabling a leading publisher to establish a first-party audience intelligence platform on AWS. The solution unifies authenticated and anonymous signals, resolves identities across devices and environments, and enables privacy-safe data collaboration with brand partners - replacing fragmented third-party data dependencies with a durable, owned audience graph. The publisher now operates a scalable, first-party data business that generates direct revenue through audience partnerships while maintaining full data sovereignty and regulatory compliance.

“The advertising technology industry is undergoing its deepest structural shift since

programmatic as declining reliance on third-party cookies, identity fragmentation, and tightening privacy regulations reshape the digital advertising ecosystem. This competency reflects what our team has built at the coalface of those challenges: AdTech and [MarTech](#) solutions on AWS that are production-grade, privacy-compliant, and built to last. We are proud to earn this recognition alongside an exceptional set of global partners.”

— Gurvinder Chhatwal, Chief Growth Officer, Zimetrics

PROPRIETARY ACCELERATORS & PARTNER ECOSYSTEM

To help clients innovate at the speed today's Advertising & Marketing Technology market demands, Zimetrics combines deep engineering expertise with proprietary, purpose-built accelerators that compress time-to-value across the entire data and AI lifecycle.

8nap AI - Governed Agentic AI & ML:

Accelerates the deployment of enterprise AI models by orchestrating Amazon Bedrock foundation models and custom Amazon SageMaker pipelines. The platform delivers real-time contextual classification, audience propensity scoring, and bid optimization with enterprise-grade guardrails, governance, and auditability required for high-throughput AdTech operations.

Data Activation Platform:

Pre-built pipelines for first-party data ingestion, enrichment, identity stitching, and clean room deployment on AWS, accelerating time-to-activation for publishers and brands building owned audience capabilities.

Beyond AWS, Zimetrics operates within a curated partner ecosystem - including Databricks, Snowflake, Salesforce, Adobe, Stripe, Anthropic, and MuleSoft - integrated on or alongside AWS. This enables advertisers, agencies, and publishers to build connected, multi-platform data ecosystems through a single, accountable engineering partner.

ABOUT ZIMETRICS

Zimetrics builds cloud-native data platforms, AI systems, and digital products that drive measurable business outcomes. Founded in 2015 and headquartered in Pune, India, with operations in the U.S., the firm serves AdTech, MarTech, MedTech, FinTech, and Manufacturing clients globally.

As an [AWS Advanced-Tier Partner](#) holding specialized competencies in both Advertising & Marketing Technology and Healthcare & Life Sciences - complemented by deep practices across leading data, AI, and enterprise ISV platforms - Zimetrics provides end-to-end engineering expertise across North America, Europe, and the Middle East.

Visit our AdTech, MarTech solution pages and discover how Zimetrics helps unify data, systems, and activation across the marketing stack to improve measurement, personalization, and

campaign operations.

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