360i Breaks New Analytical Ground at the 2016 Franz Edelman Awards

This Monday 360i took the stage among elite teams from NYPD, The US Army, and BNY Mellon to compete in the final round of the Franz Edelman Awards – which are generally regarded as the 'Super Bowl' of analytics and judged based on achievement and impact in operations research and the management sciences.

What brought us to the Gala stage? Pulse – a media platform we created which uses advanced natural language processing and rocket science algorithms to bid in the paid search auction and decide how much to pay, if anything, for any of the six billion searches that take place each day – breaking new ground in the use of innovative mathematical techniques and resulting in millions of dollars in cost savings for our paid search clients.

Being a part of the competition is a true testament to how our analytics team continues to use their passion for ground breaking research and complex problem solving skills to work on issues which have never been addressed before with machine learning and other data science tools, and while we did not come in first place, in terms of excitement generated, 360i was a real winner.

Interested in joining our Analytics team? Visit our careers page to check out our openings.