



# Hello, nice to meet you

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Adthena's Technology Team

Hear  
directly from  
the team



# What we do

"There's an emphasis on **constant learning** here and we always seek to improve ourselves. I love having the flexibility to deep dive into my work and the **freedom to implement** my ideas."



Shravya  
**Manual QA tester**



Calum  
**Dev Ops Engineer**

"Working alongside highly-talented individuals gives me the chance to experiment with new technologies, **continually automating and improving** our Software Development Life Cycle."



Reena  
**Lead Data Scientist**

"Having the autonomy to enhance Adthena's product through the latest machine learning technologies is **immensely satisfying** to me as a data scientist. An **innovative culture** in the team helps me to try new ideas, work on the latest tech, and constantly learn all while adding value to the business."

## What we do for our customers

Paid search drives lucrative web traffic for businesses. But it's highly competitive, so how can those businesses get the best results? That's where **search intelligence** comes in.

Our machine learning models, combined with petabytes of data, give our customers a clear view of the market shifts and all the moves their rivals make across the search landscape. Which means they can make informed, strategic decisions and ensure success, supported by our team of world-class industry consultants.

"At Adthena, we're using the latest distributed technologies alongside our **patented machine and deep learning models** to build great products that don't exist in the world yet.

Most importantly, we're having fun and learning while doing it, with an amazing team of **talented engineers and data scientists.**"

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Paul  
**Chief Technology Officer**

# How we work on our platform



Krishna  
Full-Stack Engineer

"The atmosphere here is set up for growth, with frequent cross-platform workshops and training. I love working with React and Java, and **having an impact** alongside a supportive team who inspire me."



"I enjoy using new, in-demand technologies to develop our product **across the full stack**. We're a fun bunch of **smart and talented people** delivering a truly innovative platform."



Chris  
Full-Stack Engineer

"We work with exciting and modern technologies in **scalable and distributed architectures**. We have self-managing and **highly-collaborative scrum teams** in a culturally diverse and fun work environment. We're technology agnostic, and use the best option to solve any given challenge."



Vern  
Web Solutions Architect



# Our technology & data

300 MB  
per second

the speed our  
data comes in  
at from across  
the globe



Ivan  
Lead Technical Architect

"We run a modern, always evolving, self-healing and **completely automated infrastructure** which copes with **huge amounts of data** quickly and efficiently. Our systems are fault-tolerant and carefully designed to match our needs, using the right tools for the job. We take great pride in what we do and help each other grow."

10  
million

the number of  
lines of code  
we work with

"We use cutting-edge **big data technologies** and **cloud infrastructure** to process a tremendous amount of data every day so that our customers can get the latest insights. Our data is at the heart of the product and it helps customers get market clarity, drive down costs and overcome competitors."



Taras  
Data Engineer

# Our technology & data



Li  
Full Stack Engineer

24/7

our ETL processes  
run constantly to  
serve customers all  
over the world.

"Using **industry standard cloud tech** like AWS, has formulated our approach to Competitive Intelligence for search. This will, in turn, drive a **fully automated release process**."

"I like having the opportunity to learn mainstream technologies like **ReactJS and machine learning**, and to try out my own ideas at the **monthly hackdays**."

17TB

the amount of data each  
application query scans,  
returning in less than  
1 second

"I enjoy working with **Dropwizard and Scala**, and **learning new skills** such as ReactJS."



Calum  
Dev Ops Engineer



Alain  
Full Stack Engineer



# How we innovate



Reena  
Lead Data Scientist

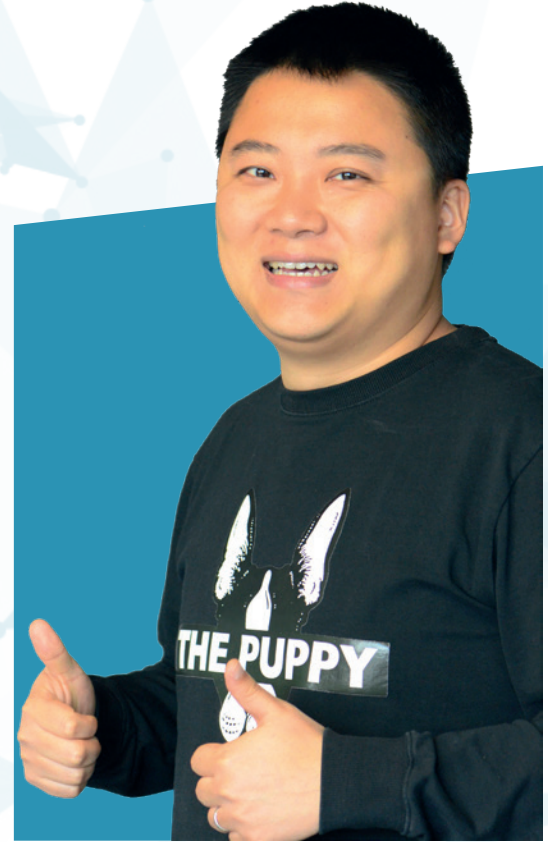
2x  
patents

in method & system for  
compiling competitive advertiser  
and keyword information for  
search engine advertisers

"We have the flexibility and autonomy to access data and **design innovative, scalable solutions** for our customers. We use the latest **machine learning and deep learning algorithms** to design our models."

"Our **patented AI solution** provides absolute transparency in the search landscape, helping our users identify strategic gaps and compete with their rivals."

We continually engage with the wider **data science community** to understand how **start-of-the-art research frameworks** can benefit our platform and, ultimately, our end-users."



Shaohong  
Lead Data Scientist



# Our collaborative culture



Yunjung  
Full-Stack Engineer

"Our culture of **sharing knowledge, experiences and code** between team members has taken me to the next level in my abilities. I feel comfortable raising a hand in an environment where no matter what problem or suggestion I have, everyone is willing to help."

"I enjoy working with other **like-minded individuals** to create an excellent product, and further expanding my grasp on modern technologies."



Kevin  
Full Stack Engineer

## Our values

Freedom  
and  
responsibility

Deliver  
remarkable  
quality

Smart and  
always  
improving

Get  
shit  
done!

"It's our **innovative engineering culture** that binds us together. Our Technology Delivery, Growth and Coaching frameworks help ensure that we **continually grow** as individuals and as a department. Simply put, we're an empathetic team, making a career out of **building great products** for our customers."



Vasanth  
VP of Engineering

# Why we do what we do



Ian  
CEO

"We get a kick out of **creating something meaningful** from nothing. We provide **transparency** and **competitive intelligence** to major search advertisers in what is otherwise a massive, but largely opaque, competitive auction on the search engines."

## The Product Team



"Businesses need to understand **who their search audience is, what message resonates best, and how to compete for clicks**. We provide a machine-learned map of the relevant search landscape with unique competitive insights via an app and API, supported by a fantastic customer success team."

Tim  
VP of Product

"Adthema has truly provided a platform to find the most qualified potential customers and make Volvo synonymous with hybrid cars."



Daniel Moore  
Paid Search Account Director  
Mindshare

"Adthema's invaluable support enabled us to maintain a strong share of voice and drive increased traffic to our website."

Andy Miller  
PPC Manager, River Island

RIVER ISLAND

## What our customers say...

"As a brand in the travel space, having Adthema as a technology partner gives us confidence to pursue our ambitious growth targets."

Thomas Fletcher  
PPC Executive, Jet2

Jet2.com





# Choose your own path

We're a diverse, market-leading tech startup, connected across the globe from London, Austin and Sydney.

If you like what you've heard from our tech team and you'd like to join us, take a look at our vacancies and get in touch.



## More perks of the job



Unlimited holidays



Stock options



Complementary pair of trainers



Daily breakfast, snacks & drinks provided plus Friday lunches



Socials include regular off-sites, bake-offs, office table tennis tournaments and much more!

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**[techcareers@adthena.com](mailto:techcareers@adthena.com)**

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