Anodot

Keep tabs on ALL your data.
In real time.

REAL-TIME BUSINESS INSIGHTS FOR MEDIA COMPANIES

Gain valuable insights from all of your data in real time, with Anodot time business incident detection and analytics.

Anodot analyzes streaming data of all types to automatically detect any unusual behavior, giving you the tools you need to diagnose and make preemptive recommendations.

MEDIA USE CASES

- Identify revenue-impacting incidents from Google Analytics, such as issues with a particular device, location or content type
- Isolate bot traffic, for improved accuracy and executive decision making
- Spot bugs before they become crises – e.g. unlimited file upload size leading to high latency;
- Keep ads running smoothly with DSP integration
- Alert on major ranking changes for SEO
- Track unusual readership/ content sharing for feedback to editorial on popular topics

"We discovered using Anodot that 20% of the traffic to our site properties was from one bot. When we neutralized that traffic, our executives could make much better informed decisions."
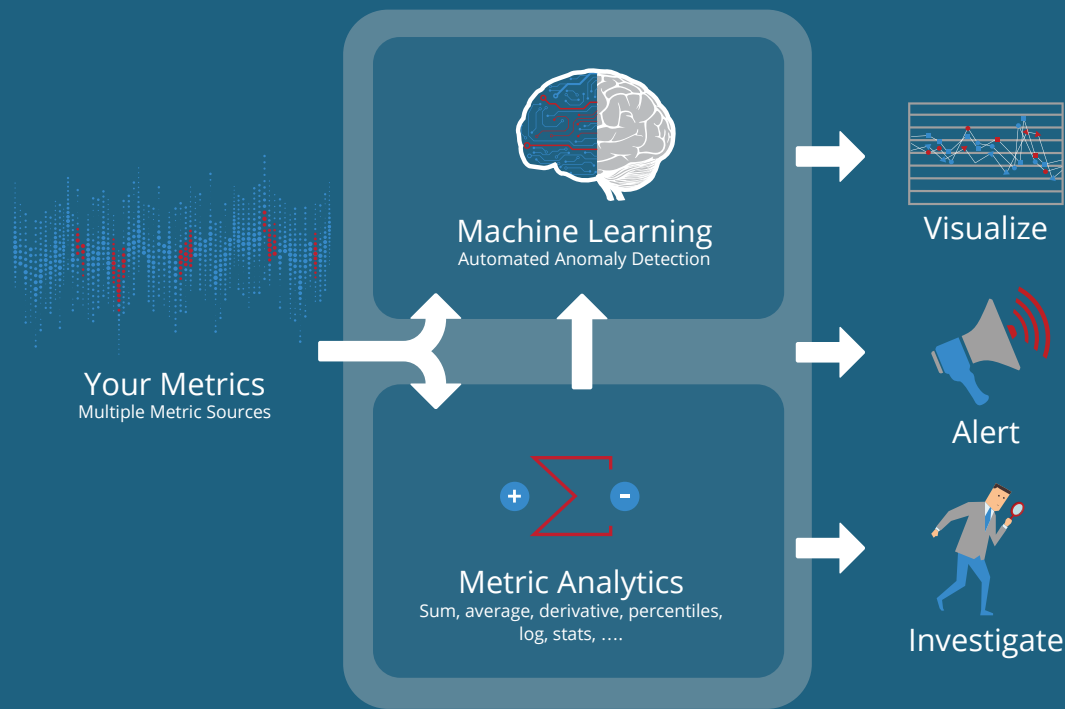
- Data Scientist, Large Media Company

Early notice of potential issues with your media properties lets you identify the root cause and resolve issues quickly, averting potential crises. This translates into savings of millions of dollars, more efficient operations, and more satisfied readers, viewers and advertisers.

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Contact Anodot for a Demo today:
www.anodot.com   EMEA **+972 545224085**   USA **+14083061613**   info@anodot.com

MACHINE-LEARNING ENGINE AND PREDICTIVE ANALYTICS

Anodot's patented big-data machine-learning algorithms are specifically designed to detect outliers, preemptively identifying trends as well as issues before they become problems. Easy-to-use business connectors let you easily connect your Google Analytics and other back end systems to Anodot, gaining immediate value from identifying anomalies in the data.

- **SaaS solution:** Anodot is a scalable SaaS solution. The platform automatically learns the normal behavior of your data and alerts on abnormalities, without any manual configuration, data selection or threshold settings necessary.

- **Analyzes any data:** Anodot algorithms can handle complex data such as click rates, impressions and bid duration for every combination of campaign, publisher, advertiser and ad exchange.

- **Designed for scale:** Robust algorithms handle any number of data variables, intelligently correlating related alerts to avoid alert storms.

"We use Anodot in so many key areas of our business, and it's growing all the time. What started out as a way to track anomalies in Google Analytics has now grown to support our SEO needs, service rollouts, content tracking, and DSP integration."

- Data Scientist,
  Large Media Company

Try Anodot for free, or schedule your demo today at www.anodot.com

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