



REAL TIME ANOMALY DETECTION AND ANALYTICS FOR ADTECH

“We generally prefer to build all our tools internally, but after working with Anodot, our Chief Data Scientist estimated that it would have taken at least six of our data scientists and engineers more than a year to build something of this caliber. So it was a no-brainer for us to jump on board and take it. Our head of tech ops told us that he’s been searching for years for an automated data analysis solution like this.”

Rich Galan, Director of Analytics
Rubicon Project, one of the world’s largest ad exchanges

YOUR KPIs NEED ATTENTION. BUT WHICH ONES?

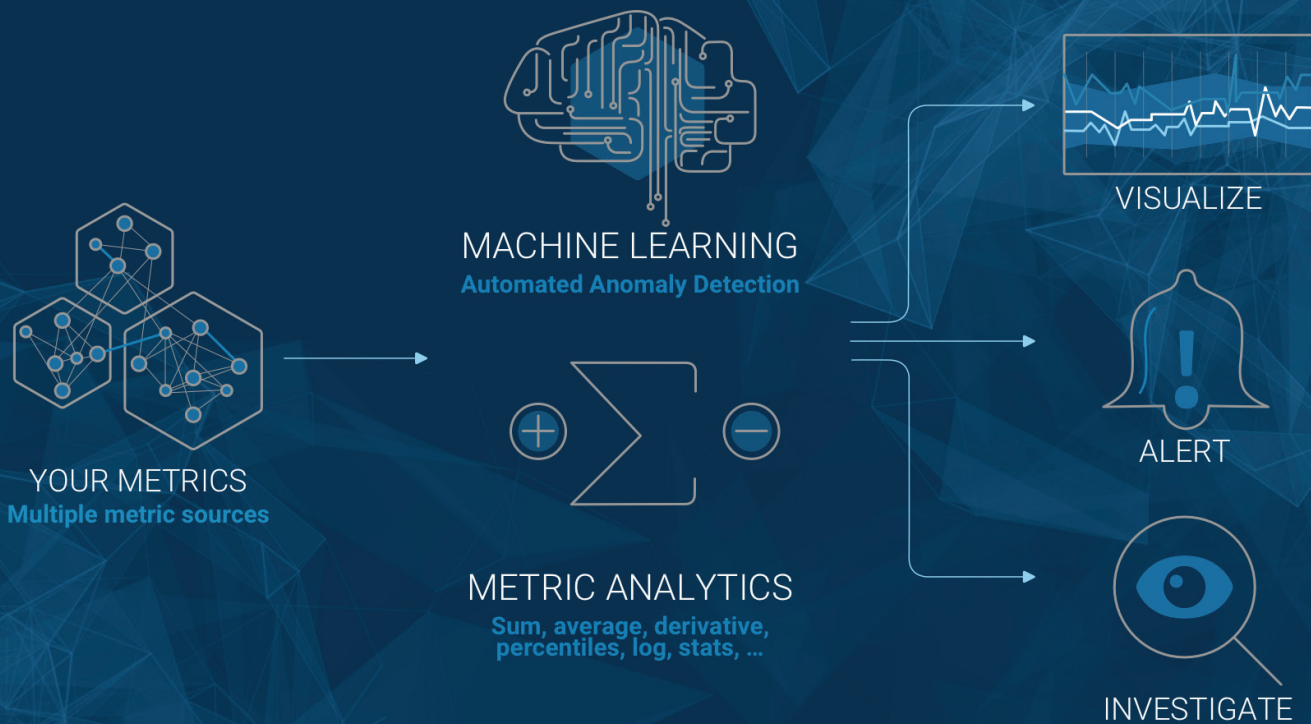
In programmatic advertising, every minute translates into tens of thousands of dollars, and Anodot gives advertising technology companies the crucial insights you need in real time. Learn immediately if any of your key indicators are under- or over-performing, including click rates, impressions and bid duration for every combination of campaign, publisher, advertiser, ad exchange, geo-location and more.

DETECT AND DIAGNOSE ADTECH INCIDENTS IN REAL-TIME

Anodot’s business incident detection solution automatically learns your business data’s normal behavior, even seasonal or other complex patterns, and then alerts on any metric or combination of metrics that behave abnormally. This gives you the tools you need to detect and diagnose issues early, resolve them quickly, and take preemptive actions, before they turn into crises.

CONTACT ANODOT FOR A DEMO TODAY

www.anodot.com EMEA +972-9-7718707 USA 1-669-600-3120 info@anodot.com



“Our system evaluates 20 billion requests and drives hundreds of thousands of dollars every day, so maintaining the system’s stability and preemptively identifying potential issues correlates directly with the company’s revenue. Using Anodot’s solution we are able to achieve this.”

Gal Barnea, CTO
 Eyeview, the global video advertising technology company

MACHINE-LEARNING ENGINE AND PREDICTIVE ANALYTICS

Anodot’s patented big data machine-learning algorithms are specifically designed to detect outliers in time series data and correlate among related anomalies, preemptively identifying trends and issues before they become problems. Easy-to-use business connectors let you seamlessly connect Google Analytics and other back end systems to Anodot, deriving immediate value and new efficiencies.

Anodot offers many benefits for adtech companies:

- **SaaS solution:** Anodot is a scalable SaaS solution. The platform automatically learns the normal behavior of your data and identifies abnormalities, alerting on them without any manual configuration, data selection or threshold settings necessary.
- **Analyzes any and all data:** Anodot algorithms can handle complex data such as impressions, engagement, click-through rates, brand health, CPM, CPA, CPC and more.
- **Auto correlation and detection:** Advanced, robust algorithms can handle any number of data variables, intelligently correlating related alerts to avoid alert storms and enable faster root cause analysis.

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