# Anodot

# CHANNEL SURFING FOR ISSUES. IN REAL TIME.

## REAL-TIME BUSINESS INSIGHT SO YOUR VISITORS WON'T TOUCH THAT DIAL

Increase reliability and uptime with real-time analytics and business insight for media companies. Anodot analyzes data over time to automatically detect out-of-the-ordinary data and events, deliver diagnoses and make preemptive recommendations for increased reliability and an upturn in customer loyalty and satisfaction.

Anodot uses machine learning to analyze data including load duration, bounce rates, page views, as well as dimensions such as channels, types of devices and entertainment categories to deliver timely alerts, visualizations and insights that facilitate optimization, improve operational maintenance and empower results.
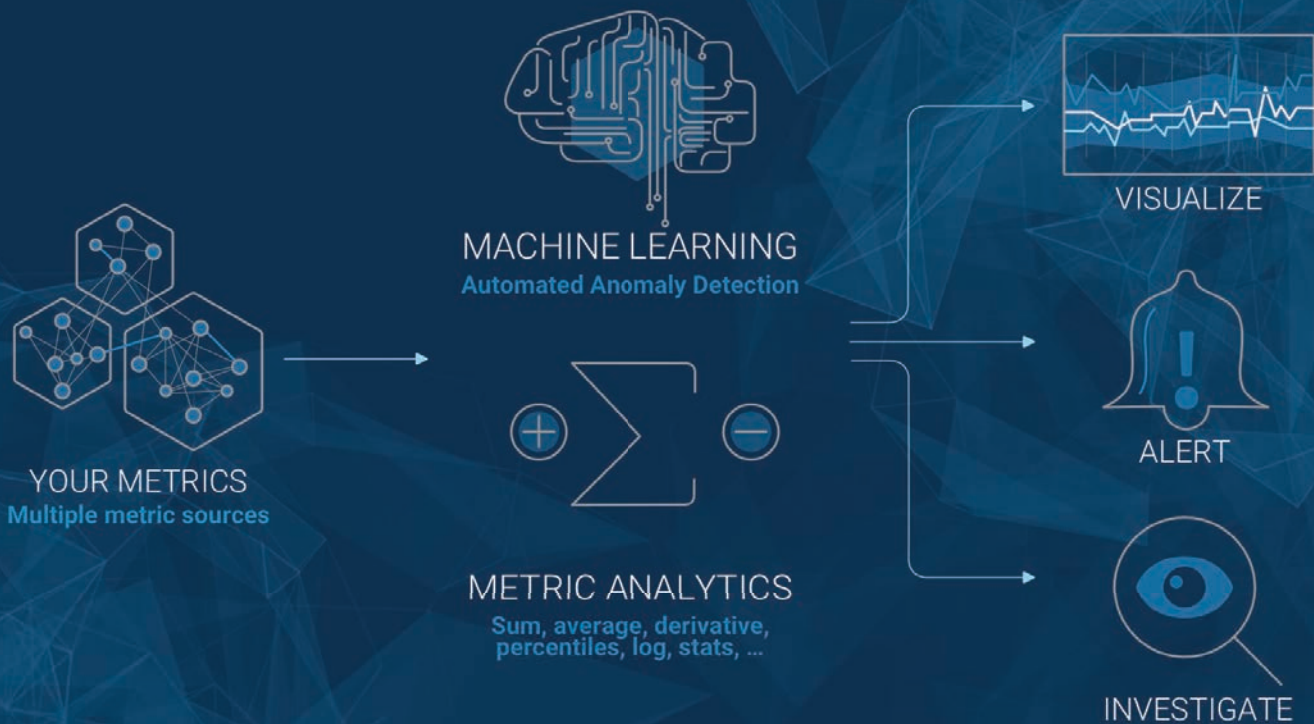
## ANODOT REAL-TIME INSIGHTS INCREASE ROI

In media, every minute translates into tens of thousands of dollars, and Anodot gives you the crucial insights you need in real-time. Learn immediately if your key indicators are under or over performing: for example, load duration for a particular channel, ad impressions, bounce rates, number of viewers/listeners, and more.

A global INDUSTRIAL printing company saves over $10,000 per incident preemptively flagged by **Anodot.**

## MACHINE-LEARNING ENGINE AND PREDICTIVE ANALYTICS

Anodot's patented big-data machine-learning algorithms are specifically designed to detect outliers, preemptively identifying issues before they become problems, facilitating optimization and proactive operational maintenance.

**Anodot offers many benefits for media companies:**

- **SaaS solution:** Anodot is a scalable SaaS solution. The platform automatically calibrates to achieve the best results without any manual configuration, data selection or threshold settings necessary.

- **Analyzes any data:** Anodot algorithms can handle complex data, such as bounce rate, load duration, categories and unique channel views.

- **Designed for scale:** Robust algorithms handle any number of data variables, intelligently correlating related anomalies that may not be apparent to a human observer.

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

CONTACT ANODOT FOR A DEMO TODAY

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