

Anomaly Detection on Real Time

Agencies and Publishers

London - Madrid - Dubai



Anomaly Detection on Real Time

- Ideal for Agencies and Publishers to ensure any strange change in behaviour, raise in CPM, drop in CTR, etc. are alerted to immediately. With this solution teams will be notified in real time when impressions fall, spend is abnormal or suddenly conversions stop
- Historical data is always needed/required
- One anomaly detector per value that needs supervision
- Supervised or un-supervised algorithms
- False positives can be revised/cleaned
- Time saver: teams can delegate the follow-ups to the platform immediately
- Save problems and money. Campaign issues can be diagnosed, optimised and resolved within hours not days later.

