

# ANODOT AUTONOMOUS ANALYTICS ENABLES BROWSI TO KEEP PACE WITH DATA



## CASE STUDY

Adtech

### CHALLENGE

Browsi collects enormous amounts of data on a daily basis and so needs an autonomous monitoring system to assess KPIs. They include page views, ad impressions and other metrics for online movement and ad interaction. Browsi requires real-time capabilities to respond to business or technical issues, as they arise, as well as to alert their customers of potential problems, so that critical online ads get seen at the right times and by the right target audiences.


### SOLUTION

Anodot provides Browsi with a comprehensive system through which to parse out and analyze massive amounts of data as well as produce critical, macroscopic views of their customers' various dashboards and KPIs. With the advantage of Anodot's real-time anomaly detection, Browsi is freed up to get to their foundational work of increasing the visibility and impact of online ads.

## ABOUT

Browsi, based in New York and the Tel Aviv area, is a startup whose technology provides large-scale publishers with the tools to gage the visibility and impact of their online ad inventory. It uses AI to calculate content engagement, scale and user experience, to optimize ad layouts, and to predict visibility for future ad campaigns. Its international clientele includes the U.S.-based media conglomerate Hearst Communications Inc. and the Israeli online media company Ynet.





***Before Anodot, Browsi discovered incidents a day, and in some cases several days, after they occurred. Delays translated into a loss of revenue reaching into the thousands of dollars. The company was limited by its reactive, rather than proactive, stance.***

## **CHALLENGE**

### **IDENTIFYING ANOMALIES IN REAL TIME TO PREVENT REVENUE LOSS**

Powering the tools that empower publishers to assess the real value of their online ads, Browsi has since 2016 established itself as a leading force in the adtech field. It uses a wide range of metrics, such as page views and ad impressions, in order to both understand how successfully ads are playing to their desire audiences, and to make sure that future ad layouts are carried out with the highest probable rate of success.

But before integrating Anodot, Browsi struggled to have a thorough view of all of its data systems. It was alerted of technical or business problems only a day, and in some cases only several days, after they occurred. Previous systems were too slow and often crashed. Those delays and faults translated into a loss of revenue that could easily reach thousands of dollars. The company was limited by its reactive, rather than proactive, stance.

Before using Anodot, “we wouldn’t get an alert, and we would basically lose revenue,” recalled Shauli Mizrahy, VP of R&D at Browsi.

That critical revenue loss is acutely felt in the adtech field, which moves rapidly and at remarkably large scales. Anodot’s alerts come in near real time, only a matter of minutes or hours after an issue occurs, depending on the preferences of the employee performing the test. That allows the business or tech teams to see correlations between various kinds of problems, and to create action items on the spot in order to prevent costly delays.

“We’re super dependent on Anodot, it’s a real core product for our system” said Mizrahy. “It’s not enough to know if a system is up or down, we need to know if there’s a malfunction, if something is performing at 60 percent capacity. That’s something that is very hard to see in normal dashboards and alerts.”

Anodot also supports Browsi's predictive analysis features by using AI simulations to test alerts for a future scenario. Browsi employees can select the significance of an alert, with higher alerts priority levels yielding a lower number of false positives.

"The simulations allow you to prevent a situation where you get too many false positives, and makes the tweaking process easier," said Allon Hammer, a data scientist and data team leader at Browsi.

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## AUTONOMOUS ANALYTICS BREAK DOWN DATA AND ENABLE BETTER BUSINESS

In order to avoid potential and detrimental revenue loss caused by delayed alerts, Browsi has integrated Anodot's autonomous analytics solution to make anomaly monitoring faster and more resource-efficient. That technology comes in the form of business-oriented alerts, which shows changes drops or increases in the main KPIs; or the tech-oriented alerts, which occur less frequently, around several times a month, and are relevant for the R & D team. Both aspects are critical to understanding how Browsi's ads are actually performing.

"A lot of the time, the technical alerts lead to business insights and vice-versa," said Asaf Shamly, product manager at Browsi.

The integration of Anodot has allowed Browsi, a startup with an outsized reach, to leverage its relatively limited manpower and resources. As a result, it has been able to better establish data infrastructures, monitor anomalous events, and check that business procedures are performing in alignment with expectations. It has also enabled the teams to sketch data platforms and check pivotal issues like data integrity.

Anodot alerts have enabled Browsi employees to view each and every metric from a birds' eye perspective. Browsi employees cannot check their dashboards at all times of the day, and, with Anodot alerts, they don't actually need to.





Anodot alerts provide Browsi with comprehensive data analysis taking into account important variables, like, why views are low on a Sunday in the United States or on a holiday in Europe. Browsi only receives updates when there is an authentic reason for concern.



**Now that we're using Anodot, we care less about monitoring, we let Anodot deal with that and we can focus on our software ... And if something is happening, we know about it straight away. We're making sure that the system is never down for more than a few minutes. That gives me a lot of confidence and helps me sleep well at night."**

**Shauli Mizrachy**  
**VP OF R&D AT BROWSI**

## **SOLUTION**

### **BROWSI MOVES FROM REACTIVE TO PROACTIVE DATA ANALYSIS**

Anodot's real-time anomaly alerts have allowed Browsi to improve their monitoring capabilities and focus on their more critical work of increasing ad visibility. On a daily basis, Browsi collects around half a billion events from its large-scale data sets. Anodot provides only around 10 to 20 event alerts. With such lean, reliable, AI-powered updates, the company can be confident that they are dealing with mostly real issues that merit their attention, as opposed to false positives or false negatives. It's a critical time- and resources-saver.

The alerts arrive to the back-end team and data teams in all possible forms – email, cell phone notifications, in Slack channels, and as a phone call if a problem occurs in the middle of the night or beyond working hours.

"Now that we're using Anodot, we care less about monitoring, we let Anodot deal with that. It gives us more time to work and focus on our software, rather than worrying what's going on in the system," Mizrachy said. "That gives me a lot of confidence and helps me sleep well at night. If something is happening, we know about it straight away. We're making sure that the system is never down for more than a few minutes."

With Anodot, Browsi is now able to leverage all of the company's accumulated data, create alerts only when they are truly needed, and save employees valuable time and money so that they can direct their energies towards optimizing their software and expanding their business.