



# DETECT BUSINESS INCIDENTS. FAST.



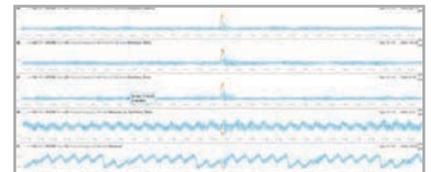
## REAL-TIME ANOMALY DETECTION & ANALYTICS FOR E-COMMERCE

E-commerce sites are click- and usage-driven, and customer engagement and revenue are intricately tied together. Outside influences like competitor campaigns or celebrity endorsements can have an immediate and drastic impact on web traffic and sales. Early detection of business incidents translates into an agile site that can respond to changes quickly for increased traffic, sales and revenue, optimized ad campaigns, and satisfied customers.

Anodot's business incident detection solution automatically learns your streaming 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.

### SAMPLE E-COMMERCE USE CASES

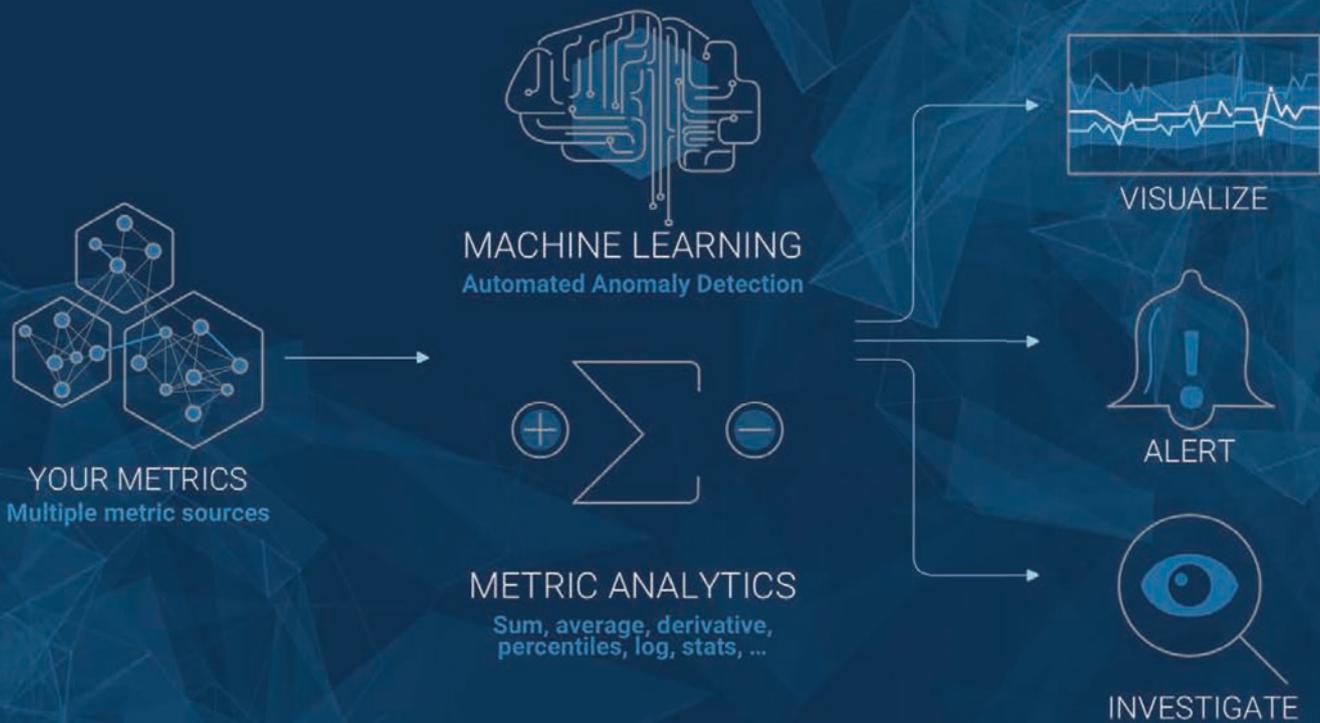
- **Weekly forecast deviation** – Understand what metrics influence the difference between forecasted and the actual revenue (e.g. extreme weather impacting sales, API errors increasing failed transactions).
- **Competitor influence on sales** – Get notified in real-time of spikes or dips in sales of specific products due to competitor behavior (e.g. price or ad bid changes).
- **Payment failures** – Know immediately if third party API errors are impacting transactions, leading to decreased revenues.
- **Cart abandonment** – Receive an instant alert if page latency or errors cause higher than normal cart abandonment.
- **Price glitches** – Gain control of problems before they become crises. A price glitch may appear as a normal increase in quantity sold but Anodot recognizes it as a problem when paired with an abnormal drop in revenue.



*The correlated graphs above depict a revenue drop due to checkout retries and latency peaks that were caused by an increase in checkout errors.*

CONTACT ANODOT FOR A DEMO TODAY

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“ To test Anodot, we streamed a subset of six months of historical data to see if Anodot would find the same anomalies we had found manually, and it did. It was clear very quickly that Anodot provides a ton of value to both business and technical teams. ”

Senior Product Manager, e-commerce company

## MACHINE-LEARNING ENGINE AND PREDICTIVE ANALYTICS

Anodot's patented big data machine-learning algorithms are specifically designed to detect outliers in data streams, 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, 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 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 purchases and cart abandonment for every combination of dimensions including region, device, specific SKUs, special offers and cross promotions.
- **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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