

NETSEER SEES RESULTS WITH ANODOT REAL TIME BUSINESS INCIDENT DETECTION

NetSeer provides market leading visual monetization solutions for advertisers and publishers backed by its patented ConceptGraph™ intent engine. The company's InImage advertising solution is changing the game in the industry as it delivers exceptional performance across desktop, mobile, and video inventory backed by its hallmark values of accuracy, relevance, and brand-safety. Leveraging the scale and economics of programmatic delivers impressive performance results. The company is based in Sunnyvale, CA, with an additional office in New York. For more information visit: www.netseer.com

STATIC THRESHOLDS CAUSED TOO MANY FALSE POSITIVES

As a leading adtech company, Netseer sees a large portion of internet traffic and uses its algorithms to analyze the content, bringing these together to provide publishers with targeted ads, and bidding on advertising exchanges. When Greg Pendler joined Netseer as Senior Director of Technical Operations, he immediately brought in several tools such as Graphite and alerting systems to track the company's business and operational KPIs, yet they still were not alerted accurately on key business problems they were facing. Standard static thresholds were causing either too many false positives, or not enough alerts. For example, the company tracks the number of ad calls to their front end and back end throughout the day and night. Daytime requests are typically 20 times more than nighttime requests, and with a static threshold, even a significant drop in daytime requests would not trigger any notification.

In addition, performance issues would crop up from time to time when new services were implemented and the Netseer team had no way to identify them quickly.



AD TECH CASE STUDY

Company: NetSeer

Problem:

Standard static thresholds were causing either too many false positives, or not enough alerts.

Benefits of Using Anodot:

Integrated with Graphite for complete business incident detection and notification, helped identify if specific site experiences increase in browser script errors or if there is a general increase in faults, and identified traffic drops, enabling NetSeer to manually scale down their Amazon cluster.

ANODOT PROVIDES REAL-TIME BUSINESS INSIGHTS

Netseer implemented Anodot easily by pulling in the Graphite data, and they saw an immediate result, with Anodot highlighting issues that they could not have known about otherwise by detecting anomalies in the streaming data. Previous monitoring tools that Netseer used provided singular elements of detection and reporting that needed to be patched together to get the information they needed. With Anodot, one solution works together, integrated with Graphite to provide complete business incident detection and notification.

“AI and Deep learning is finding its way to our cars, cell phones and home appliances. Anodot is now bringing that level of automation to our infrastructure and application monitoring.”

Behnam Rezaei, CTO and cofounder of Netseer

“Every time we start a new service Anodot finds something that we could not have found through our QA process. In fact, we recently added logging for frontend errors sent from clients, and Anodot helps us easily identify if specific site experiences increase in browser script errors or if there is a general increase in faults.” Pendler said. “Anodot has sent several useful post-deployment alerts that have enabled us to respond immediately and fix bugs that could have negatively impacted revenue.” One example of how Anodot saves Netseer money is by identifying traffic drops, that let them scale down their Amazon cluster manually, if it does not happen automatically. Netseer’s daytime traffic requires nearly 20 times the number of machines as evening traffic, and Amazon typically scales up and down automatically, but occasionally there are costly failures to scale down. Anodot helps Netseer track the size of the cluster and alerts them at times when Amazon fails to scale down as expected.

“The benefit of finding and being notified of inconsistencies or incidents is invaluable for a company like ours,” said Greg Pendler, Netseer Senior Director of Technical Operations. “Whether it’s some sort of latency, or errors coming from a different KPI, every time we start a new service and implement it, we know Anodot will find something new for us. It’s really helped our teams to uncover inefficiencies that significantly impact our bottom line.”

EASE OF USE MEANS WIDE ADOPTION

Anodot’s ease of use and the fact that it can analyze all types of business and technical data enables multiple teams throughout Netseer to benefit from the Anodot solution.

“There may be other anomaly detection solutions on the market, but none of them are as simple to set up and configure as Anodot,” said Pendler. “With such comprehensive anomaly detection, a knowledgeable and helpful support staff and the added bonus of being easy to learn and use, Anodot was a clear choice for all of our teams.”

Teams across the entire company are using Anodot, each for its own business needs. For example:

- The engineering and data team uses Anodot to track any incidents with new product releases. They monitor items such as: exceptions, connections, numbers of ads per request, caching, hits and misses, time outs and response times. For example, if the number of new users suddenly drops compared to historical data, the new job may not be behaving properly. Using Anodot they can examine data at a five or one-minute resolution.

“ We’re adopting Anodot throughout practically the whole company. We started with monitoring our infrastructure, and then quickly saw the benefit to tracking key product and campaign KPIs. I can’t imagine a day going by without our teams checking how we are doing on Anodot ”

Amir Bakhshaie, Head of Product at Netseer

- The campaign operations team tracks each campaign in Anodot, and can suggest improvements to their clients based on its automated data analytics. Anodot lets them provide browser-specific insights to their clients in order to help improve their campaign monetization.
- The ad operations team tracks publisher volume changes, letting them check for errors or find problems with items such as page tags.
- For the executive team, Anodot provides a clear picture of top client performance and general revenue on different clients, platforms and products.

NETSEER SEES A PRODUCTIVE FUTURE WITH ANODOT SOLUTIONS

The company had a quick and widespread adoption process, and Pendler expects the entire company to benefit from access to Anodot.