

# ANODOT AUTOMATED ANOMALY DETECTION A PERFECT FIT FOR MOBILE GAMING GIANT

*One of the fastest-growing multinational family entertainment companies in the world, having grown from a popular app success into a full-fledged media franchise in the years since its launch. The brand is used in more than 200 territories around the world with more than 5.6 billion downloads.*

## THE PROBLEM: DELAYED INSIGHTS ON CROSS PROMOTION GLITCHES

After experiencing quick growth and success, the company's portfolio now includes free mobile apps and games, a CGI animated series and web shorts, a global licensing and merchandising program, and a variety of YouTube videos. One of the main revenue sources is the use of cross promotional advertising between applications and platforms. The company developed its cross promotional system in-house and everything users see on their phones is managed via an intricate backend.

The company pushes its special offers and in-app purchase opportunities automatically across various channels, and requires nearly immediate action if any part of the process experiences a glitch. "If anything breaks down along the way, it's a huge loss for the company," said the company Director of Analytics. "It means a loss of users, a loss of installations and in the end, that can equal a drop in revenues."

Before Anodot, any bug or small change could disrupt that line of communication, leading to more than 15% of in-app purchase revenue loss.

The data analytics team used to primarily use Tableau dashboards to monitor impressions, clicks and conversions of their cross promotions on a weekly basis. "Our original ad hoc monitoring process was comprised of various dashboards that



### DIGITAL ENTERTAINMENT CASE STUDY

**Company:** A mobile gaming giant

**Problem:**

One of the main revenue sources is the company's cross promotional system, developed in-house. Any bug or change could lead to more than 15% loss in in-app purchases.

**Benefits of Using Anodot:**

With Anodot, the company receives notifications in real-time so they can quickly find and react to any breakdowns in their system, and quickly leverage the things that are working well.

we manually scoured and when we discovered issues, it was always well after the event,” said the Director of Analytics. “It could sometimes take weeks to identify a root cause, and there were instances when we didn’t even notice a serious problem with our cross promotional mechanism until the number of installs declined rapidly.”

For example, as part of their release strategy, the company runs various AB tests on each of their promotions. There are so many AB tests that they keep them in a queue and release only a few at a time to test, collect users and move on to the next test. Before Anodot, the release management team would check the crash logs for problems several days after a release. “One time, before we used Anodot, we released a new promotion and the third AB test was released three weeks after the version update went live,” recalls the Director of Analytics. “It caused major crashes across several platforms and none of those crashes were logged until the next day. Almost four days passed before we realized it had even happened, and even worse, we only realized it when we were checking another unrelated system.”

## ANODOT BRINGS A WINNER’S STREAK

With more than a million new installations per day, the company needed a more organized, efficient and timely way to keep track of their cross promotional metrics, installations, revenue and more. With Anodot, they receive notifications in real-time so they can quickly find and react to any breakdowns in their system, and quickly leverage the things that are working well.

Anodot’s business incident detection system automatically alerts the company to any changes in their business data streams including installs, customer engagement and retention. Advertising revenue is directly correlated to customer engagement, so keeping tabs on sessions, session durations and overall app usage per day helps the company understand customer use and modify their advertising and cross promotional campaigns.

The company streams its application and business data to Anodot to keep track of the number of crashes per application, per platform. If the number of crashes increases, they immediately know and can react with a clearer picture of what is causing the problem. They also track ad impressions and revenues, with plans to track it per provider and geographic location in a later phase.

## ANODOT FOR THE WHOLE COMPANY

Currently, the backend development, finance and analytics teams rely on Anodot on a daily basis. Automated correlations and the customizable Anoboards (anomaly dashboards) make it easy for each team to receive the information it needs to keep the systems running smoothly. If the Anodot system detects a drop in installations, it seamlessly correlates other relevant metrics to tell the story of the business incident in a way the teams can recognize and act upon.

“Anodot has made our teams more productive and our monitoring processes more efficient and effective,” said the Director of Analytics. “We experience real benefits every single day from the real time alerting system.”