Stay ahead of the game with Adalyser

Real-time online platform for the collection, analysis and optimisation of offline and online media spend.
Developed for our business - now used throughout the world

Adalyser was launched in 2011 following OneSoon's own experience of media planning and analysis.

Adalyser was designed to improve insight into advertising effectiveness by removing the work required to mine through masses of disconnected data and to better track and interpret campaign performance.

Being able to visualise advertising responses and verify campaign optimisations, allows advertisers and media agencies to make better value and profit decisions.

Ongoing development, feedback and domain knowledge from many advertisers and media agencies has ensured that Adalyser features are relevant and up to date with the latest advertising techniques.

Adalyser imports raw leads and sales data from different sources such as call centres, web sites, social media etc. and matches these responses to TV spots, press insertions, pay-per-click etc.

Adalyser uses statistical methods to identify patterns and correlations in response data, answering questions such as How does TV advertising affect our web traffic and how will an increase in offline spending drive online responses?

Since its launch, Adalyser use has grown steadily and now supplies media analysis services to more than 60 agencies and more than 450 advertisers in 11 countries worldwide.

Adalyser has processed over $3 billion of advertising spend and is used by 10 of the top 13 global media brands¹.

¹ Recma 2013.
Adalyser is an online tool for media agencies and advertisers to place, capture and analyse online and offline media performance.

Adalyser provides a comprehensive suite of capture and analysis tools that enable media performance to be analysed and optimised in real-time.

Adalyser supports TV, radio, web, outdoor, print and SMS campaigns and includes industry leading, patent pending cross channel attribution models.

Adalyser is a cloud based repository of data that allows insight to be obtained at campaign, client or account level and allows learnings to be shared across organisations or users.

**Capture**

Adalyser automates the capture of spot information via BARB and response information via our web-tracking tags. Data transformers also automate the load of offline data.

**Analysis**

Adalyser provides an unrivalled suite of open attribution models that support cross channel attribution in real-time.

**Share**

Create shortcuts to commonly used queries and share.

**Visualisation**

Pre-built chart libraries along with chart building functionality allows users to construct multiple bespoke live dashboards which can be shared instantly.

Chosen as a winner of Red Herring’s Top 100 European award.
Adalyser supports both offline and online campaigns and provides tools for cross-channel analysis and reporting.

The Adalyser data repository can store online and offline campaign spend and supports print insertions, outdoor door drops and radio spend and email campaigns.

If it has an effect on response the Adalyser repository can store it and Adalyser attribution models can incorporate it.

Adalyser supports campaign data hierarchically allowing channel specific campaigns to be analysed in isolation or overlaid with data from other campaigns.

### Campaign Aggregation

Data from one of more campaigns regardless of type can be aggregated in real-time allowing users to understand how offline spend affects online response and how offline and online work together.
On track

Web and app tracking allows Adalyser to automatically capture response in real-time.

Web and app tracking removes the need to manually capture and load response data into Adalyser. Secure and non secure response can be tracked allowing web visits and sales to be monitored and attributed.

Adalyser also supports app tracking including in-app interactions via AppsFlyer, Adjust and Tune.

Web tracking captures data using a small Javascript tag developed by Adalyser which is inserted into your site.

**Installation**

Our web tracking tag can be inserted manually by your site administrator or more commonly via a tag management system such as Google Tag Manager.

**Data Captured**

Our web tracking tag will fire every time a user navigates to the page or app on which the tag resides.

The tag can also access the sites data layer of the site allowing the tag to capture basket sizes, sales values, products purchased and postcode.

If captured Adalyser will provide metrics based on these subsets. e.g Cost Per Sale (Product A)

**App Integration**

Adalyser is supported by AppsFlyer, Adjust and Tune.
Attribution

Our patent pending V4 attribution model uses signal processing to provide unrivalled accuracy.

Attribution is the process of identifying responses that have resulted from specific types of advertising spend.

Whilst our automated data capture solutions, drag and drop report builders and real-time charting engines are indispensable when analysing campaigns - it’s really down to the quality of attribution.

That’s where our patent pending V4 attribution model comes in. It’s taken two years to build and is unique to Adalyser.

TV attribution is about identifying and isolating TV response signals. Adalyser is the only TV attribution platform that captures and attributes by the second.

Data Quality

Adalyser V4 generates 60x more data points than rival systems allowing Adalyser to see at much greater detail individual spot patterns.

View our ‘Why Adalyser? Data Quality’ document to understand in more detail the downsides of rival systems which do not use per second data.

De-Noise

Response signals often contain ‘noise’. This is an underlying response that would have occurred regardless of TV advertising. It can result in over attribution to low rated spots because the noise is mis-interpreted as TV response.

Adalyser automatically de-noises response signals by building a dictionary of known response signals.

When Adalyser attributes response it reconstructs the signal from its dictionary. The effect is to remove any noise and create a clean signal to attribute.

Adalyser uses 60x more data points compared to rival systems when attributing response.

Configurable

Adalyser models are configurable in order to leverage client insight and support offline, online and cross channel campaigns.
Organic Traffic

Baseline analysis identifies and isolates underlying traffic and is integral to attribution.

Prior to attribution Adalyser will run baseline algorithms to identify the response which your site or app would of received regardless of your advertising spend.

Traffic Type Baselines

Adalyser will not only generate an overall baseline but will also generate baselines for each type of traffic encountered. The appropriate baseline is then applied to a subset of the response prior to attribution.

Real-Time Generation

Adalyser generates the baseline in real-time as and when the user invokes analysis options so the baseline is always up to date and reflects the latest data available.
Your report

Channel, programme, day of week, day part. Whatever the question Adalyser has it covered.

“Which is my most efficient channel?”

Adalyser provides out of the box (OOTB) analysis options to provide one click reports and visualisation for common queries.

Adalyser’s reporting engine can aggregate, pivot and filter attributed results to provide insight at any level.

“Which is the most efficient creative at driving volume during pre-peak?”

Adalyser’s comparison and matrix tools allow you to build your own insight engine.

Over a 100 metrics

Counts, Cost-per, ROI, Conversion Rates, Response Rates combine to produce over a 100 metrics.

Adalyser automatically provides all metric categories for your data set and for all subsets making it easy to view conversion rates or response rate by type of visit.

If we capture postcode / zip code then Adalyser will automatically provide cost per visit information for each postcode / zip code.
Your view

Chart libraries, multiple dashboards, chart building.

Adalyser provides a comprehensive suite of tools in order to visualise your data.

Every Adalyser campaign can be configured with multiple dashboards each containing charts or matrices.

Our chart library contains over 50 pre-built charts and Chart Builder allows users to build their own.

As soon as a chart has been constructed simply drag it into a dashboard and it's live.

Chart Builder

Whilst the pre-built chart library is comprehensive and useful to get you up and running quickly they may not offer exactly what you want.

The Adalyser Chart Builder supports, multiple axes, multiple series charts and line, bar, pie and scatter types. You can also customise these so they offer the right insight and look and behave exactly as you want.

Sharing

All charts can be downloaded along with the data that generated them. They can also be shared amongst other users or campaigns.
All mapped out

Geo analysis allows results to be visualised and analysed within a geographical context.

Capture Requirements

If the Adalyser tracking tag is able to capture postcode then your response results can be displayed geographically.

Out of the box

Adalyser is supplied out of the box with territory maps for all European countries plus US, Australia and NZ. Basic datasets such as population sizes are also provided to aide analysis.

Configurable

Adalyser territory maps can be customised to show client marketing / administrative regions. Adalyser can then overlay targets, response and spend metrics to provide a complete geographical view customised to your business.

Adalyser Geo maps are interactive, downloadable and can be incorporated into Adalyser PowerPoint presentations.
The future?

Our suite of statistical models allow Adalyser to recommend optimisations.

The Adalyser Optimisation Hub combines attribution and statistical modelling to predict future effectiveness and highlight optimisations.

Which model to apply?

Adalyser doesn’t simply apply a single model on which to predict the future. Historical results are compared against our suite of models to understand which model best represents your campaigns behaviour.

If the fit is acceptable this is applied to either historical spend patterns or adjusted patterns in order to understand future behaviour and highlight optimisations.
Get in touch with Adalyser

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