

# Key Features

## **What is Adalyser?**

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Adalyser ([www.adalyser.com](http://www.adalyser.com)) is a real-time online platform for the collection, analysis and optimisation of offline and online media spend.

## **Why use Adalyser?**

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Adalyser incorporates patent pending attribution technology allowing media agencies and advertisers to understand how TV drives online response and more importantly provides clients with the information to allow them to purchase airtime based on actual online visits and sales as opposed to abstract ratings.

## **How does Adalyser provide insight?**

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Adalyser automatically collects information about every visit made to your website and along with your offline contacts builds up a repository of all responses.

Through BARB Adalyser automatically collects information about your TV schedule. Adalyser will then invoke one or more attribution models in real-time to provide a spot level view of the campaigns effectiveness. Unparalleled visualisations and reporting functions then allow you to view the effectiveness of your campaign from any perspective.

## **Why not attribute ourselves?**

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Adalyser is accurate, quick and flexible.

Our attribution models constantly scan your data to identify and isolate underlying baseline traffic to ensure we don't attribute organic traffic facilitating real-time campaign optimisation which can be undertaken with confidence.

## **Who uses Adalyser?**

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To date Adalyser has tracked over 300 domains, optimised over \$3bn worth of spend from over 500 clients across 3 continents.

## Get in touch with **Adalyser**



### **GIVE US A CALL**

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### **PAY US A VISIT**

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