



Magnite



Case Study

Magnite Automates Real Time Business Monitoring with Anodot

About Magnite

Magnite is the world's largest independent sell-side advertising platform. Publishers use Magnite's technology to monetize their content across all screens and formats including CTV, online video, display, and audio. The world's leading agencies and brands trust the platform to access brand-safe, high-quality ad inventory and execute billions of advertising transactions each month.

Problem

Magnite processes trillions of transactions each month in real-time auctions that each occur within 40 milliseconds. Magnite's internal teams and existing tools could not scale to handle the growing volume and velocity of data. They needed real-time insight into incidents that were being detected too late, such as anomalies in normal transaction volume from a large buyer. Their manual alerting system with static thresholds also created costly alert noise and false positives.

Solution

Using Anodot, Magnite can easily monitor all of their business data in real time to enable a healthy and profitable ad marketplace. Anodot is able to scale across 7 data centers and over 700 partners to detect the root cause of revenue critical incidents for fast remediation. Anodot was up and running in days and the platform is intuitive enough for account managers who get real time alerts in their inbox and can take action without the need to get a data scientist involved.

Massive Amounts of Data Need Real Time Incident Detection

As one of the most successful global advertising technology companies, Magnite receives more than 13 trillion bid requests per month that are handled in its seven global data centers, housing more than 55,000 CPUs. Magnite's lifeblood is its data centers, which analyze billions of data points in real time.

Magnite works with many demand-side platforms (DSPs) across its global data centers in different time zones. Along the bid stream, there are many potential areas for communication or

technical breakdown, which would prevent the bid from going into the auction, and negatively affect overall bid health.

The previous monitoring tools that Magnite used also required the company to manually set thresholds to generate alerts. Anodot takes the solution to the next level, by learning the normal behavior of Magnite's data and determining seasonality for each metric, unlike other solutions which cannot account for seasonal trends.

Anodot Simplified Real-Time Analytics

Magnite's needs have grown beyond the scope of what a human or group of humans can feasibly monitor and control. With Anodot, running on AWS, leveraging S3, EMR and other components, Magnite can easily monitor all of their data in real time to aid in the creation of a fair and healthy ad marketplace.

The company was already using Graphite for its monitoring, so it simply pulled Graphite data into Anodot. They immediately benefitted from streamlining and automating the data analytics.

"The teams using the tools are more business-focused and straddling technology, so we needed something simple, not code heavy," said Rich Galan, Director Analytics at Magnite. "Anodot's tools were so simple to integrate and we've had no trouble learning and using them."

During the Proof of Concept stage, Rubicon experimented with similar tools and found that the amount of programming and technical understanding needed for its setup was not a good fit.

Magnite

"It was a no-brainer for us to jump on board with Anodot. Our head of tech ops told us he's been searching for years for an automated data analysis solution like this."

Rich Galan, Director of Analytics

"We generally prefer to build all our tools internally, but after working with Anodot, our Chief Data Scientist estimated that it would have taken at least six of our data scientists and engineers more than a year to build something of this caliber," Galan said. "So it was a no-brainer for us to jump on board and take it. Our head of tech ops told us that he's been searching for years for an automated data analysis solution like this."

With the new real-time analysis from Anodot, Magnite will notice if a specific DSP stops responding to bids over 15 minute increments.

Magnite uses Anodot alerts and correlations to determine if they need to reach out to their partner to fix an issue. Partners often have no idea there is a technical problem and are happy to be informed so they could fix it.

"We're not just helping our business, we're helping our partner's business. That's the level of service that we want to provide. We are the biggest exchange and we want our partners to understand that we're watching things very closely not just for us, but for them as well," Galan said.

Magnite

"The Anodot solution has so many useful tools. Our team will benefit from the real time alerting, the simplicity, the seasonality and the correlations."

Rich Galan, Director of Analytics



Business metrics are notoriously hard to monitor because of their unique context and volatile nature. Anodot's Business Monitoring platform uses machine learning to constantly analyze and correlate every business parameter, providing real-time alerts and forecasts, in their context.

Our patented technology is trusted by Fortune 500 companies, from digital business to telecom.

Anodot reduces detection and resolution for revenue-critical issues by as much as 80%. We have your back, so you're free to play the offense and grow your business.

Anodot is headquartered in Ashburn, Virginia and Ra'anana, Israel, with sales offices worldwide. To learn more, visit us at www.anodot.com

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