USE AI TO DETECT DATA ANOMALIES AS SOON AS THEY OCCUR

Mapp's Smart Alerts notify marketers and analysts whenever something noteworthy happens on your websites and apps. Our platform helps you monitor metrics automatically, without having to manually look for irregularities in your data. Instead, you will have more time to focus on actually analyzing the data and optimizing digital marketing activities and strategies.
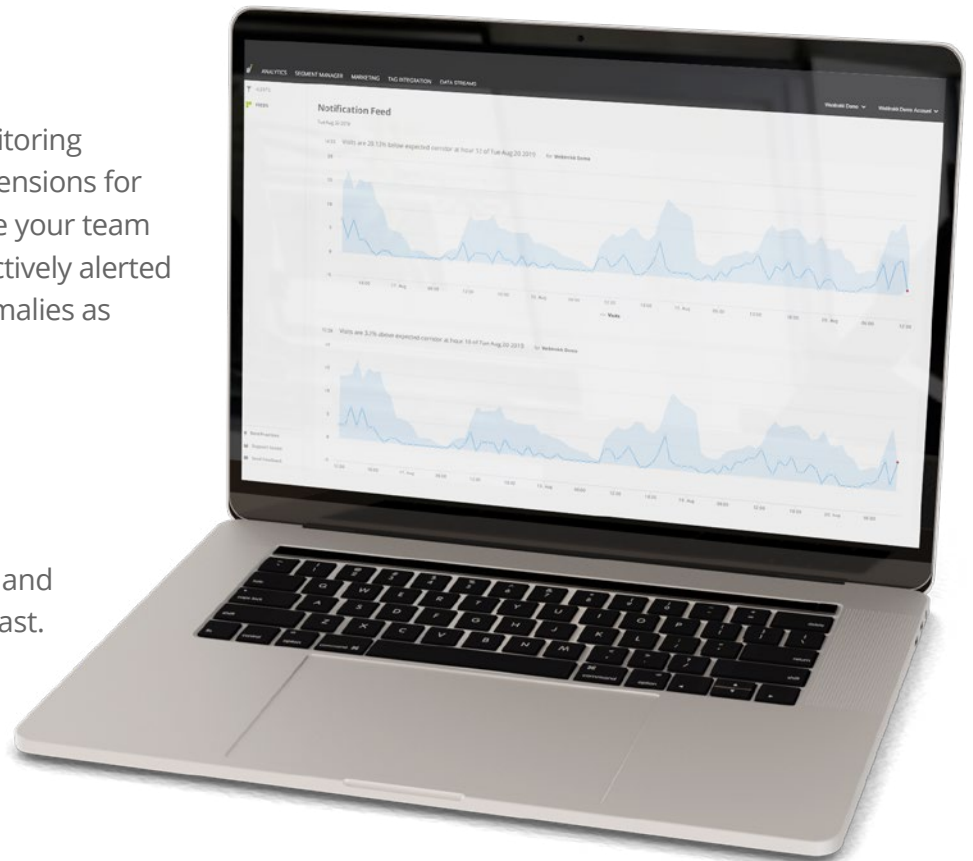
INTELLIGENT MONITORING

Let Mapp do the tedious work of monitoring your most important metrics and dimensions for spikes and drops. Smart Alerts provide your team with the distinct advantage of being actively alerted via email about irregularities and anomalies as soon as they occur.

TRUST THE MACHINE

With AI-powered Smart Alerts, errors and misinterpretation are a thing of the past. All relevant data is supervised with the help of artificial intelligence, including KPIs like user engagement, conversion rate, bounce rate, and revenue.

mapp

YOU KNOW WHAT'S UP

Imagine being able to react to anomalies within minutes and say farewell to error scanning and retroactive analysis. You will now know as soon as something's up. Now you'll never again find out via a customer or co-worker that something is not working on your website.

EASY SETUP

Smart Alerts are easy to configure without the help of any expert – simply choose a metric, dimension (optional), and alert frequency of hourly or daily. Adjust filters and the sensitivity level for alerts according to your specifications. We guarantee that you'll be notified when an anomaly occurs.

FREELY CUSTOMIZABLE

Your metrics are not only observed as a whole, but also broken down by the most important dimensions, such as countries, traffic sources, and device classes. You have access to the complete set of your generated data for all your resources, be it app or browser based.

PREDEFINED ALERTS

We also provide you with predefined alerts in our Smart Alert Library – templates for the most common and important alerts – which you can use out of the box. Every alert includes information about the possible reasons for the spike or drop, making it even easier to find an explanation for the shift.

Out-of-Stock Product Views = SONOS PLAY:5 Wireless Smart Sound Multi-Room Speaker - Black

An anomaly occurred for the alert OUT OF STOCK PRODUCTS on 27.03.2020 08 o'clock. The value 1950 was above the boundary.

Out of Stock Rate

Normal Values
Anomalies
Corridor