

Cross Masters

Waaila

waaila.com



No control of data quality

All the critical business and marketing activities depend on measured events to provide the best digital customer experience. The ultimate goal is to increase sales and the number of loyal customers.

A website measures a large amount of data about its visitor's actions on the website. The data can improve the functionality of the website and increase the effectiveness of online marketing. Many marketing systems are vitally dependent on the data to optimize advertising campaigns. As mistakes in measuring occur and often remain undetected, campaigns continue with the opposite effect – money loss instead of profit. The longer the issues are undetected, the more damage your business suffers.



UNDETECTED DATA ERRORS & DELAY

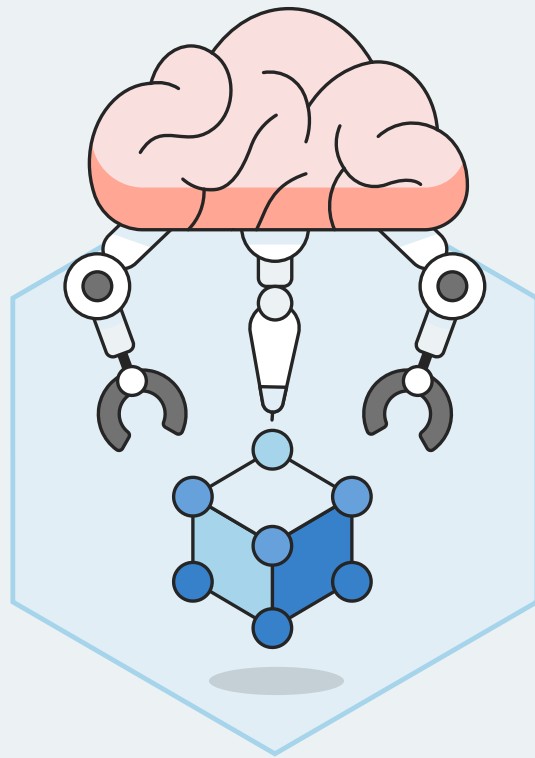
Our clients, mostly e-shops, struggled with the accuracy of their data and didn't know if their web measurement tools work correctly. Web analytics can be easily fooled as even small attacks are very hard to detect. Undetected data issues multiply the problems every minute, wrongly triggering other platforms.

DATA POISONING & CYBER ATTACKS

To prevent catastrophes, frequent and continuous validation of web analytics is a must and needs to be incorporated into standard marketing processes. Manual validation is not effective, and many errors are hard to spot.

DATA QUALITY FOR HIGHER PROFIT

Advanced machine learning algorithms trained on real data is the answer. Higher marketing maturity requires data accuracy and daily validation. The quality data can then be utilized in many analytical and marketing platforms, helping you increase profits.



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Waaila is an AI-based application for automated web analytics data quality monitoring that prevents disastrous scenarios caused by wrong data. To save you from the propagation of incidents, such as bugs in measurement, data poisoning, or web analytics attacks, monitor your data and catch the issues in time.

ENSURE HIGH DATA QUALITY

The quality of the data is key to serve its true purpose and leverage it for business growth: the higher quality, the more efficient marketing performance.

PREVENT MONEY LOSS

Save time, energy, and attain better results with automated validation. Fast attack discovery prevents huge impacts and opens new opportunities

VALIDATE IN 1 CLICK

Validate typical problems using 100+ in-build tests, trained on marketing data streams, that help to solve the most common issues in data fallacy. Or you can easily build your own tests tailored to your requirements.

Cross Master | Waaila + Microsoft Azure

We developed Waaila integrating Microsoft Azure resources and created a user-friendly application for data control. With pre-defined tests, the app is ideal for analysts but also marketing specialists, who seek insights and automation without programming skills.



ANOMALY DETECTION VIA COGNITIVE SERVICES

You can connect Web Analytics data directly and perform various tests on the data using logical conditions. Then the Azure anomaly detector API is called to find out any anomaly in the dataset.

STORAGE & SECURITY WITH AZURE STORAGE AND KEY VAULT

Tests with results' statistics and settings are stored in Azure Storage. Private and sensitive information such as accounts credentials and data keys are anonymized and securely stored in Key Vault.

INTEGRATING POWER APPS

Premium Waaila users can visualize their test results in Power Apps. The Mobile version of Waaila built on Power Apps provides an option to see the latest test on a mobile device.

Customer success: Orange a.s. can prevent huge marketing budget overrun with increased standards

“We use premium web analytics tool for tracking customer behavior, product, and sales performance. Our e-shop consists of dozens of multi-step application forms that we measure and evaluate. The measurement implemented in the shop depends on measured events. In case an incident appears, marketing effectiveness is corrupted, and the impact can be harmful. Due to overall system complexity, identifying the error is very difficult, timely, and costly. Most of the time, it is even impossible to manually detect any problem. The initial run of the free Waaila version revealed fixed consistency issues. Now, after implementation of the app into our marketing strategy, we can discover general and specific issues fast, and even those that could never be detected otherwise.”



ANOMALY DETECTION ON TIME

With Waaila, we can detect even a small error caused in the measurement or other data quality disturbance that can impact marketing effectiveness negatively.

SAVING TIME & MONEY

With Waaila implementation, we can prevent data flaws that would power the bidding and pouring more money into the advertising, draining the marketing budget or lower marketing performance. We can now focus more on other tasks even improve customer satisfaction.

HIGHER STANDARDS IN-HOUSE

The application helps us understand the importance of precise data and implementation of validation into basic daily processes without long-hour control.

Only the brightest minds can raise the right questions and see an opportunity for an improvement.

Get a free trial: app.waaila.com

Ask a question via email: info@waaila.com

Learn more: waaila.com



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