Ads Impression Analysis

Python User_Agents vs. ScientiaMobile WURFL

Where are users watching ads?

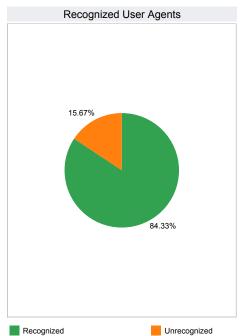
Input: User agent strings and associated number of ads impressions from ad server log (300 user agents with the most number of impressions sorted in descending order)

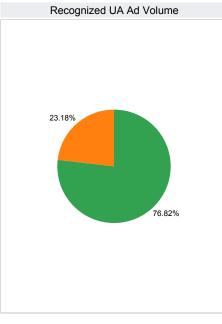
Output: User agents' device capabilities (platform, device, OS, browser, etc)

Performance: WURFL identified all the 300 user agents. Python user_agents recognized 84% of the user agents with 77% of the ads traffic. Total discrepancy between the two methods adds up to 1/3.

Accuracy: Aside from superior device recognition, WURFL excelled at detecting mobile devices and Smart TV.

Pricing: WURFL costs \$500 per 5 million calls/month





Comparison of Different Results			
Wurfl Category	Pyua Category	Number Impressions	Number of Records
Desktop	Unrecognized	2,616,223,053	33
Mobile	Desktop	14,520,992	1
	Unrecognized	1,023,699,253	44
Robot	Unrecognized	33,831,144	1
Smart-TV	Desktop	176,726,052	3
	Unrecognized	409,719,629	21
Grand Total		4,274,720,123	103

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Ad impression distribution by platform and device.

Overall, the biggest volume of ads impressions occured on Desktop. Within specific platforms, Apple users consumed the largest share of ads impressions.

