

# Ads Impression Analysis

Python User\_Agents  
vs. ScientiaMobile  
WURFL

Where are users  
watching ads?

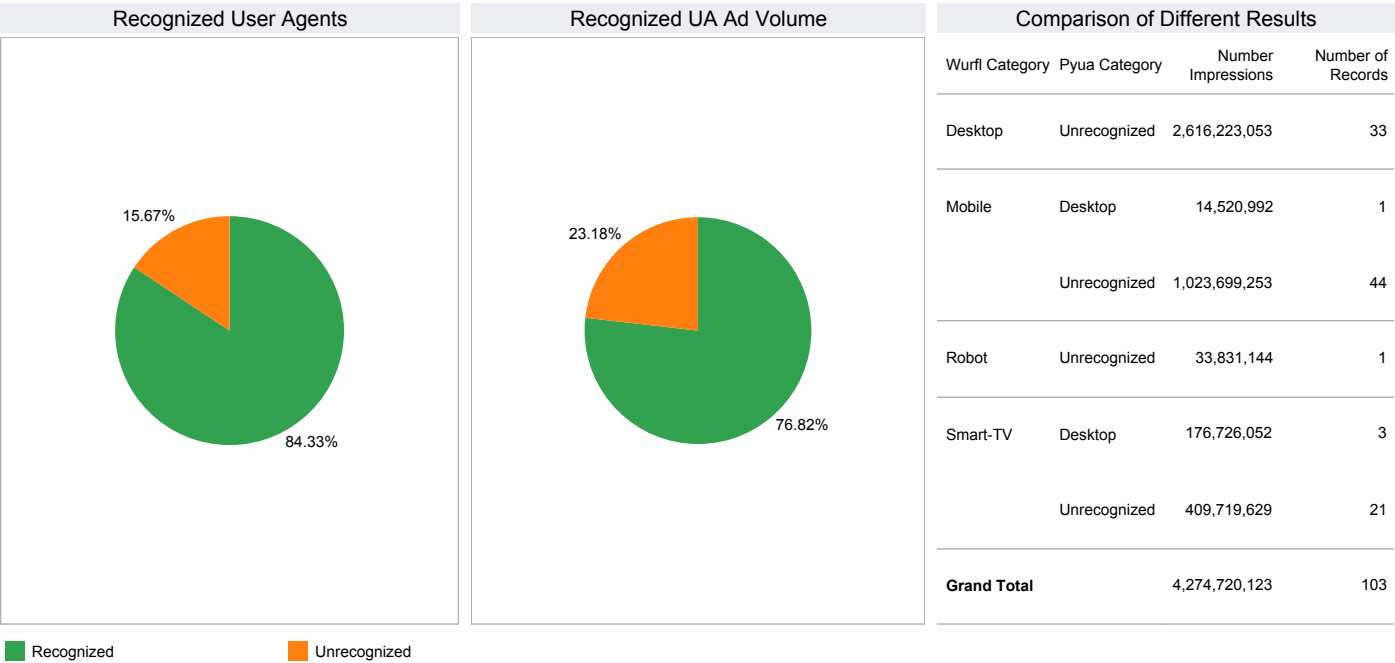
Input: User agent strings and associated number of ads impressions from ad server log (300 user agents with the most number of impressions sorted in descending order)

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



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Ad impression distribution by platform and device.  
Overall, the biggest volume of ads impressions occurred on Desktop. Within specific platforms, Apple users consumed the largest share of ads impressions.

