

Publisher Discovery relaunches affiliate analysis tools with AI and machine learning

United Kingdom, London, Oct 26, 2021 ([IssueWire.com](https://www.issuewire.com)) - Publisher Discovery is excited to announce the launch of a brand new AI-driven platform incorporating advanced machine learning technology. The development of Publisher Discovery competitor analysis tools followed the initial trialling of the in-network application in conjunction with Affiliate Future, a leading UK affiliate network. This enabled their merchant's access to the first application of AI and Machine Learning in the management and recruitment of new affiliates.

Results from the in-network technology have shown hugely increased user efficiency in internal affiliate recruitment saving hours of account management time each week. The effectiveness of the technology led to the award of 'Highly Commended' in the Best Use of AI category at this year's Performance Marketing Awards in London.

This really proved the power of AI in affiliate recruitment. Publisher Discovery CEO Tom Bourne explained "*The ability to use AI to analyse the network data – and from that to match, the best affiliates to the right merchant programmes have proven its worth in recruitment time savings as well as in commercial terms.*"

John Vickers of Affiliate Future which trialled the initial installation of Publisher Discovery's Cloudfind app said "*This has been a great proof of concept for us and has helped our clients to achieve some impressive results really quickly. We've been really looking forward to adding the new tools analysing the external competitors and initial tests have shown the same impressive results.*"

The new platform uses AI and machine learning to help advertisers to analyse their competitors' affiliate programmes, understand more about the publishers and find their best affiliates to recruit. This will provide a much simplified and far more intuitive platform enabling quick searches to add to your recruitment process.

The new technology launch has been complemented by an upgraded UI in the platform and is reflected in the new branding and website launched just recently.

Publisher Discovery showed these new technologies at Affiliate Summit East in New York last week and will be giving live demonstrations on their stand at PerformanceIn.live later this year. You can read more on the website at publisherdiscovery.com.

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Source : Publisher Discovery

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