



AT INTERNET
Online Intelligence Solutions

The Solocal group

The Solocal group manages its traffic audience via a set of automated dashboards thanks to the AT Internet API.

CASE STUDY

Client

The Solocal Group



Industry

Advertising media

Seller

AT Internet

In figures

- 1.7 billion visits in 2012 for all of the Group's sites. 317 million of these visits were to the Group's mobile sites.
- €1.07 billion sales in 2012. 58% of the total figure (623 million) was generated by digital media.

Solutions

- Analyzer III
- Data Query
- API

Benefits

- Time saved using the API
- Autonomy of web analysts
- Flexibility
- A double analytics vision

INTRODUCTION

The Solocal Group is the number 1 in local communication in France.

The company also works in 3 other areas including: content and services' editing, media and consulting, as well as online advertising.

The company figures among the European leaders in terms of sales generated on the Internet, which represented 58% of the company's revenue in 2012.

The Group offers a wide range of digital services and content through its different brands and leading reference media (mappy, pagesjaunes, à vendre à louer, comprendrechoisir, annoncesjaunes, keltravo etc.) attracting a massive audience on both the Internet and mobile.

The company's different digital services (web, mobile and applications) represent more than 100 level 1 AT Internet sites for which data is collected.



THE CHALLENGE

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"Our objective: to create 6 dashboards representing a total of 400 API requests."

Measuring audience volumes is an essential challenge for a media group such as the Solocal Group. The AT Internet solution meets the company's classic everyday web analytics needs: traffic, navigation, traffic acquisition sources, geolocation, technical analyses, Internal search engine, usability etc.

The following objectives were set to help the Group measure its audience levels:

- **Monitoring general audience levels by traffic acquisition source, media type, and channel on different variables: traffic volume (visits, page views, etc.) with traffic volume evolution compared to that of previous periods.**
- **A detailed analysis of visitor behaviour, conversion rate, and ad impression rate.**
- **A deduplicated analysis of audience data.**

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“The easy to use Data Query tool means that our web analysts are completely autonomous in creating the API URLs.”
.....

In 2012, Bruno Guilbot, Data and Behavioural Marketing Manager in the company’s media marketing department, was in charge of the project to **create centralised** business dashboards for several different departments in the company. When presenting his project he stated that:

“The AT Internet solution will help us respond to a vision of our dashboards which is both strategic (for the members of our senior management) and operational (for individual entities such as SEO or Media product managers).”

The challenge was to be able to set up, in a very short period of time, an automated data retrieval system for data coming from more than 50 different AT level 1 sites for complete and coherent audience management.

SOLUTIONS

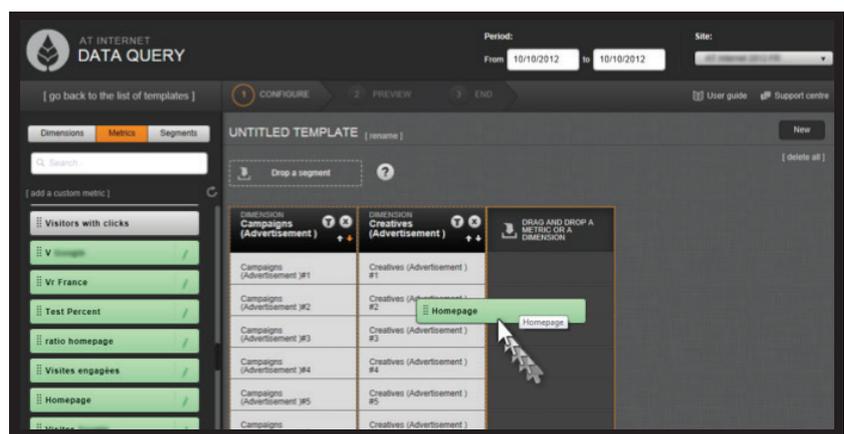
.....
“The AT Internet solution will help us respond to a vision which is both strategic and operational.”
.....

After studying the project in close co-operation with the AT Internet teams, the Solocal Group was able to identify several different solutions to help them create their dashboards, including:

- Generating custom exports via the AT Internet support centre
- Using the AT Internet REST API and then reprocessing the data.

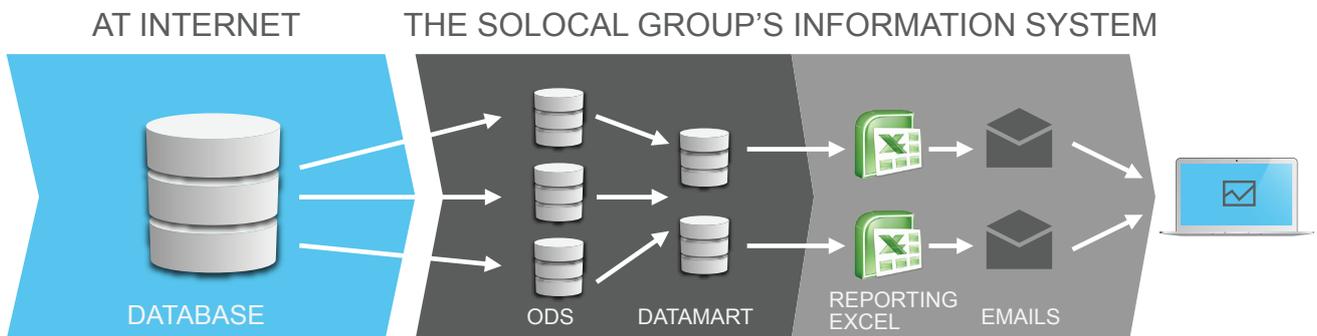
The second solution turned out to be more flexible and quicker to set up, as it let the Solocal Group teams be in charge of specific job related features and evolutions.

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“In the end, the AT Internet API remained easy to integrate into our tools, without any major technical intervention, which would not have been the case with a classic SOAP API.”
.....



To automate the production and generation of reports, the teams from the Solocal Group set up a slightly technical structure. The web analysts then configured the API URLs using AT Internet’s Data Query tool. Creating report templates meant that it was quick to implement the 400 URLs: all that had to be done was to change some parameters and apply filters depending on the needs and particularities of each site.

Each week, the automatic execution of API requests makes it possible to retrieve xml files containing the data, and then aggregate and store the data in the information system's datamarts. The final dashboards are then produced in Excel and sent by email to the decision-makers.



THE RESULTS

“The constant and continual evolution of our websites and applications means that new analytics needs arise on a regular basis, which we are able to respond to quickly thanks to the flexibility of the AT Internet tools.”

By easily connecting the AT Internet solution with existing tools, the Solocal Group has been successful in automating all of the processes for generating dashboards, saving the company a considerable amount of time.

Thanks to the simplicity of the Data Query tool and the autonomy that it provides, it is no longer necessary to rely on requesting custom exports which involve creating specific projects with rather long deadlines. Web analysts rely on reference templates which are customisable depending on the sites to be analysed.

In terms of flexibility, Bruno Guilbot, Data and Behavioural Marketing Manager, says that: *“The constant and continual evolution of our websites and applications means that new analytics needs arise on a regular basis, which we are able to respond to quickly thanks to the flexibility of the AT Internet tools.”*

He goes on to say that: *“In the end, the AT Internet API remained easy to integrate into our tools, without any major technical intervention, which would not have been the case with a classic SOAP API which would have required integrating increasingly complex code and functions.”*

Did you know?

It is also possible to establish a connection with the AT Internet solution using IQY connector files. Linking the Data Query tool to Excel will allow you to become autonomous when working on your reports and updating them in real time, increasing the performance of your reporting as a result, without having to install any additional plug-ins.

BENEFITS

- **Save time:** using the API automates dashboard production and reduces the time required to publish them online
- **Autonomy:** improved data management by web analytics teams
- **Flexibility:** continually adapting the analyses of the group's sites and applications
- **Double analytics vision:** strategic and operational



AT INTERNET

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About AT Internet

AT Internet is one of the world's major players in Web Analytics.

Its decision-making solutions and services provide companies with an integral analysis of their performance and presence on all online digital platforms: the web, mobile and social media.

The strength of AT Internet technology and the quality of its customer relations are recognised worldwide.

AT Internet has more than 3,500 clients all over the world from all sectors.

The company, which has more than 150 employees, is present in 20 different countries through its subsidiaries and partners.

About The Solocal Group

The Solocal group is the number 1 in local communication in France.

Expanding the company by adopting a media business model has meant that the Solocal group is now present in 3 different areas including: content and services' editing, media and consulting, and online advertising.

The Group creates and provides services to Internet users who have access to a mine of useful and reliable information. The Group continually adapts the services that it provides to meet latest consumer trends and make the everyday life of its users easier such as finding and contacting professionals, finding friends on the Internet, getting an itinerary, visiting retail stores, spotting deals etc.

In order to produce and broadcast this content, the Group has more than 4,900 employees in France, Spain, Luxembourg and Austria, of which there are 2,300 local and digital communication consultants and a large number of digitally-talented individuals.

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