



AT INTERNET
Online Intelligence Solutions

Caradisiac

Thanks to AT Internet data, France's leading news site for automobiles has been able to develop an editorial model to boost traffic.

Client

Caradisiac (Car&Boat media)



Industry

Internet

Seller

AT Internet

Solution

• Analyzer III

In figures

- France's number 1 news site for automobiles
- 8.7 million unique visitors per month
- 68.9 million page views per month

Benefits

- Predictive analyses on ad campaign traffic
- Optimised editorial and traffic generator model
- 10% traffic increase over the last few months of 2013
- 10% decrease in the bounce rate on landing pages



Ludovic Sartory, Web Analytics Manager

Car&Boat media

“AT Internet covers 95% of our tracking needs.”

INTRODUCTION

Caradisiac is France's leading news site for automobiles, part of the Car&Boat media company which also owns brands including La Centrale, Annonces du bateau, Promoneuve and Le Centre d'essai.fr.

Traffic figures for the Caradisiac site include approximately 8.7 million unique visitors per month, and between 50 and 75 million page view.

This pure player's economic model is based on advertising and partnerships through a set of solutions ranging from display to specific marketing operations.

The site offers a very large range of content thanks to a complete set of digital devices including a web site, mobile site and applications. The web analytics tool is therefore essential to maintaining, controlling and optimising the production of relevant and profitable editorial material.

The screenshot shows the Caradisiac.com website interface. At the top, there is a navigation bar with a search bar, login options, and a newsletter sign-up. Below this is a main header with the Caradisiac.com logo and a navigation menu including 'ACTU', 'ESSAIS', 'GUIDE D'ACHAT', 'FORUM', 'SERVICES & CONSEILS', and 'ACCÈS PAR MARQUES'. A featured article titled 'LES MEILLEURES CITADINES D'OCCASION' is prominently displayed, showing several car models. To the right, there is a sidebar with a '5 portes, direction assistée' advertisement and a search box for finding a model.

CHALLENGES

Today, the editorial content of the Caradisiac site represents around 75,000 articles written by journalists, 1,200 tests drives and more than 7,000 opinions left by Internet users. Furthermore, with Forumauto.com, the site has an online community space with more than 1.2 million members and a total of 200 million posts.

The main goal lies in the quality, attractiveness and relevance of the content that is displayed, to incite more brands to engage in ad operations on the site.

In terms of digital analytics, the company's different analytics needs come from exhaustive media measurements: specific studies on the site's usability, clicks, and conversions such as: registering to a newsletter, entry traffic, video playback etc.

Through this, the analytics activity has a central role to play, not only to show success in terms of traffic volume, but also to accompany optimisation, scheduling and budgeting tasks associated with producing content, by helping to find the most efficient and effective editorial model possible..

SOLUTION

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“The tool’s strong point is the enormity of functionalities available as standard.”
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The Caradisiac site implemented the AT Internet solution in 2008. Up until that point, the Car&Boat media company only had generalist data available meaning that they were limited when it came to digital analytics.

Ludovic Sartory, web analytics manager in the Internet Department explains that “After carrying out a benchmark of the different solutions in the market, we chose AT Internet for Caradisiac, as it was already used by other sites of the Car&Boat media company.” He points out that “AT Internet is our main source of information today. The tool’s strong point is the enormity of functionalities available as standard. There is no need to add another module to obtain an almost complete measurement. It covers 95% of our tracking needs.”

In addition to using standard metrics to measure site traffic, the AT Internet platform provides custom variables and accurate information on clicks at each level of the editorial section of the site.

Predictive analyses of ad campaigns

Out of the leading analyses used by the Caradisiac teams, the “Page tag” function makes it possible to accurately qualify and weigh editorial content to obtain indicative traffic volumes. With such information at hand, it is then possible to shape future advertising operations. The principle is to add a tag to each item which makes up the content of an article, video or comment. For example, this would include manufacturer, model, power, associated topics, test drive etc, for an article based on a vehicle.

Result: Caradisiac can quickly obtain a volume of traffic which is distributed over the different editorial sections of the site. For example, they can estimate that a manufacturer will exceed 2 million page views based on the theme of their brand alone, and can guarantee that any investments they make in their impression campaigns will be justified.

The “magic” editorial formula

One of the main challenges for Caradisiac was to find an attractive, ROI favourable editorial model. Thanks to AT Internet data, the web analytics team was successful in implementing a very detailed web analytics grid, by taking the characteristics and indicators of each article: topics, formats, content type (hot/cold), long-tail analyses, traffic share according to the period etc.

This information allows users to make projections (supported formats, efforts required) and to establish different proposals for their budget (investment costs per article, advertising revenue etc.).

RESULTS

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“The site’s traffic increased by 10% (page views) over the last few months of 2013.”
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Based on the facts and the analyses mentioned earlier, the Caradisiac teams have implemented a fix for the editorial model, including a change in the distribution of how content is created (topic and length of text in particular). Thanks to this editorial refocus, the site’s traffic increased by 10% (page views) over the last few months of 2013.

Ludovic Sartory explains:

“AT Internet has allowed us draw up hypotheses using real figures. Thanks to the tool, we have been able to come up with the most advanced scenario, and we were able to decide on whether the project was realistic or not. This also avoided us from driving our site only on instinct.”

Amongst the other remarkable results obtained through the AT Internet solution, Ludovic Sartory confirmed that “We were successful in decreasing the bounce rate of certain landing pages, which are important in terms of SEO, by 10%.”



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About of AT Internet

AT Internet is one of the world's major players in Digital 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 170 employees, is present in different countries through its subsidiaries and partners.

About of Caradisiac

Caradisiac belongs to the CarBoatMedia company, a automobile and classified ad specialist, and also owns the brands La Centrale, Annonces du bateau, Promoneuve and Le Centre d'essai.fr. CarBoatMedia is owned by SPIR, a French group, international player in local communication. SPIR brings together operations and portfolios from 5 different countries and has more than 3,000 employees.

SPIR's main activities include: the Internet, prepress, printing, distribution of printed material and parcels, themed and generalist ad press, free daily press.

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