



# AT INTERNET

Digital Intelligence Solutions



## FRANCE'S GOVERNMENT INFORMATION SERVICE MEASURES ITS 400-SITE NETWORK



# SIG

## France's Government Information Service (SIG) uses digital analytics to manage and measure its complex network of 400 sites

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Customer

SIG



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Industry

Government & public institutions

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Vendor

AT Internet

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Key numbers

- More than 400 sites
- 2.4 billion pages viewed
- 350 million visits
- 94 million unique visitors

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Solutions

- *Analytics Suite*

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Bénéfices

- Precise, transparent results showing impact of government communications
- Optimised resource management across all sites
- Sustained growth in visitor acquisition

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*"We surpassed our visitor acquisition objective, as well as our annual growth objective."*

## INTRODUCTION

France's Government Information Service (SIG) is responsible for coordinating ministerial communication both online and offline. The governmental network counts more than 400 sites on the Internet, including:

- All ministry sites (justice, health, education, etc.)
- Ministerial mission and campaign sites, such as 'securite routiére.gouv.fr' for road safety awareness
- Public sites, such as 'impots.gouv.fr' for tax information

With such a dense and complex network of sites, SIG faces a number of challenges with analytics, access management and performance management.

## OBJECTIVES

### ANALYTICS AND TRANSPARENCY

Managing such a large number of sites administered by independent entities poses a major challenge: simultaneously obtaining analytics that are transversal (comparing all sites) and detailed (specific to each ministry site). As SIG must be able to compare individual performance of each site, it's essential for the group to use a large set of measurement techniques and indicators. Beyond just general audience volume, SIG also needs to understand the interactions between the various ministry sites. As such, measuring the contributions of inter-site traffic is also key to reaching this objective.

### CONTROL AND AUTONOMY

Several hundred users must be able to directly and autonomously access all or part of the statistical data

concerning the ministerial sites. The users have very different profiles and needs. As sensitive and strategic data is involved, it is crucial to be able to be specific when choosing the site(s) for analysis, as well as the data each user can view. Furthermore, the SIG requires access management on several levels: first, global and centralised access for all ministries; second, on an autonomous level for each site manager who can easily grant site access.

## GROWTH OBJECTIVES

SIG has very specific annual objectives for acquisition and increasing visitor loyalty. Growth ratio goals are based on growth in the number of French Internet users.



## SOLUTIONS

### EXCLUSIVE STRUCTURE

The government's online network benefits from the nine tree structure levels exclusive to AT Internet. The precision offered by this analytic breakdown means extremely precise data analysis and interpretation for:

- Each ministry site,
- Each group of sites for a single ministry (for example, the Ministry for the Economy, Industry, and Employment group, which includes sites pertaining to taxes, etc.),
- The overall level, i.e., the entire governmental network.

Beyond aggregate data, AT Internet provides precise measurement of de-duplicated traffic across the entire governmental network: "The number of unique visitors across our entire network is fundamental information for us. That is exactly what the 'Portal' analysis gives us in a single click," says Etienne Godfroy, stat@gouv web audience manager.

In addition, these various levels of analysis highlight the interactions and shared traffic contributions between the sites. After a public service information campaign runs, SIG

can get a precise idea of the activity level of the various ministries. “That’s why we chose AT Internet. For managing this type of network and managing access rights, AT Internet’s functionalities best meet our needs.”

## **PERSONALISED AND AUTOMATIC ACCESS MANAGEMENT**

AT Internet’s user account management enables accurate control of data that can be viewed by each user. Each ministry has an administrator who can autonomously create and manage user accounts. General administrators can configure user access across the entire network. This simplicity makes it possible for SIG to extend the system to external contributors. Additionally, by creating limited- and temporary access accounts, SIG streamlines activities and avoids transmission of information via successive notes and reports. “The power to control access is very advantageous.”

*“The number of unique visitors across our entire network is fundamental information for us. That’s exactly what the ‘Portal’ analysis gives us in a single click.”*

## **TRAINING AND SUPPORT**

“As our various sites are appreciably similar in structure, seasonal variation, etc. (with few exceptions), they all present rather similar problems.” Thanks to AT Internet’s guidance and help with implementing the solution, SIG was able to get precise answers and instill an analytics “culture” despite users having very different profiles across all of SIG. While certain users have adopted the AT Internet solution completely and intensively in their work, others only use it to obtain monthly audience reports. “The support dimension is helpful and provides quick responses to questions on using the service.”

## **OPTIMISATION**

Thanks to the behavioral analyses and interest indicators available via AT Internet, SIG has taken a number of optimisation actions.

“For example, on the Prime Minister’s site, every day we establish a summary of the most-read articles and the most-searched keywords. To give an example, we noted great public interest in the RSA («Active Solidarity Revenue») before the subject appeared in the mass media. By spotlighting the subject on our home page, we doubled the audience on this issue.”

Furthermore, when revamping sites in its network, SIG opts for an in-depth site performance analysis, particularly of bottleneck points that explain traffic loss. AT Internet’s navigation path data has proven to be very relevant for SIG in this case.

## RESULTS

*“AT Internet data is integrated as an organic law indicator for certain sites.”*

- **Transparency**

Unlike on traditional media, the impact of government communication efforts can be precisely and immediately measured throughout the governmental network.

- **Speed & streamlined actions**

“Today, creating a new site to analyse in AT Internet takes less than 24 hours, when it used to take three months using a standard market procedure.” Each user’s direct access to data means saved time, when “a request to a ministry sometimes requires waits of up to several days.”

- **Precise, objective data**

“We can know if the audience volumes achieved by certain sites are linked to specific promotions or more in-depth optimisation efforts. To boot, it saves money on site audits.”

- **Optimal resource management**

Adopting certified and consistent analytics methods and indicators for all sites makes it possible to draw accurate comparisons in performance. “In the end, this data enables us to prioritise projects so that resources are allocated according to site audiences.”

- **Measure efficiency**

Today, SIG uses data from the AT Internet solution as a performance indicator for its activities.

- **Sustained growth**

“Our visitor acquisition objectives are defined based on a ratio of the total French Internet user population. In 2007, we surpassed our visitor acquisition objective, as well as our annual growth objective.”



# AT INTERNET

Digital Intelligence Solutions

## About 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 digital platforms. The strength of AT Internet's technology and the quality of its customer relations are recognised worldwide. AT Internet has more than 3,800 clients all over the world from all sectors. The company, which has more than 200 employees, is present in 32 different countries through its clients, subsidiaries and partners.

## About SIG

France's SIG (Service d'information du gouvernement) is an informational service under the authority of the French Prime Minister. SIG's responsibilities include coordinating ministerial communication, analysing the evolution of public opinion and media content and publicising information about governmental actions to political representatives, the press and the general public.

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