



AT INTERNET
Online Intelligence Solutions

meinestadt.de

meinestadt's web analytics and business intelligence department creates a complete company reporting process and develops data culture.

CASE STUDY

Client

meinstadt.de



Industry

Media/classified

Seller

AT Internet

In figures

- 200 million page impressions per month.
- 22 million visits per month.

Solutions

- Analyzer III
- DataExplorer

Benefits

- Tailor-made reports for instant decision-making
- Reporting autonomy
- "Data culture" development

Contact



Andreas Stanitzok, Web analytics & Business Intelligence manager - meinstadt

INTRODUCTION

meinstadt.de is a local portal for each city and town in Germany. It provides information about jobs, events, movies, addresses, restaurants and classified ads for house renting, cars, bikes, clothes, shopping etc...It is aimed at locals, businessmen and women, and tourists who need information about their trip location. To utilise special services users can create their own account or use their Facebook profile for registration.

The screenshot displays the meinstadt.de website for Berlin. At the top, there's a search bar with 'Was' and 'Wo Berlin' fields, and a 'suchen' button. Below the search bar are navigation tabs for 'Stadt', 'Adressen', 'Stellen', 'Automarkt', 'Immobilien', 'Personalia', 'Kleinanzeigen', 'Einkaufen', 'Deals', 'Freizeit', and 'Tourismus'. The main content area features a large image of the Brandenburg Gate with a news headline: 'Schienenbruch führt zu Störungen bei S-Bahn vom 12.03.2013 um 10:52 | Quelle: dpa'. To the right, there are sections for 'Aktuelles', 'Veranstaltung', 'Hotels', 'Vollkoste', 'Immobilien', and 'Wohnwagen'. Below this, there are 'Nachrichten' (news) and 'Stadtfragen' (city questions) sections. A 'Stadtinfo' section provides details about Berlin, including population (3,460,725), area (891.84 km²), and other statistics. There are also sections for 'Veranstaltungen in Berlin' (events in Berlin) and 'Tipps von meinstadt.de' (tips from meinstadt.de).

THE CHALLENGE

The web analytics and business intelligence department is represented by only 2 people. Their mission is to provide business data to over **200 "internal customers"** at all levels of hierarchy, or **partners** such as:

- Product managers producing regional and local content: they need information on content performance to make their editorial choices
- Internal classified ad teams: information on traffic volume
- Classified ad partners for houses and flats: the business model is based on click remuneration so this data is required to invoice partners

- Marketing teams: advertising and SEO data for their budget adjustments
- Sales and senior management: they use reports to compare one period with another and make decisions

In this context the reporting mission represents a massive project with high business challenges and very specific requirements for each team.

SOLUTIONS

“Automise what you can automise, educate who you can educate and always be there to help!”

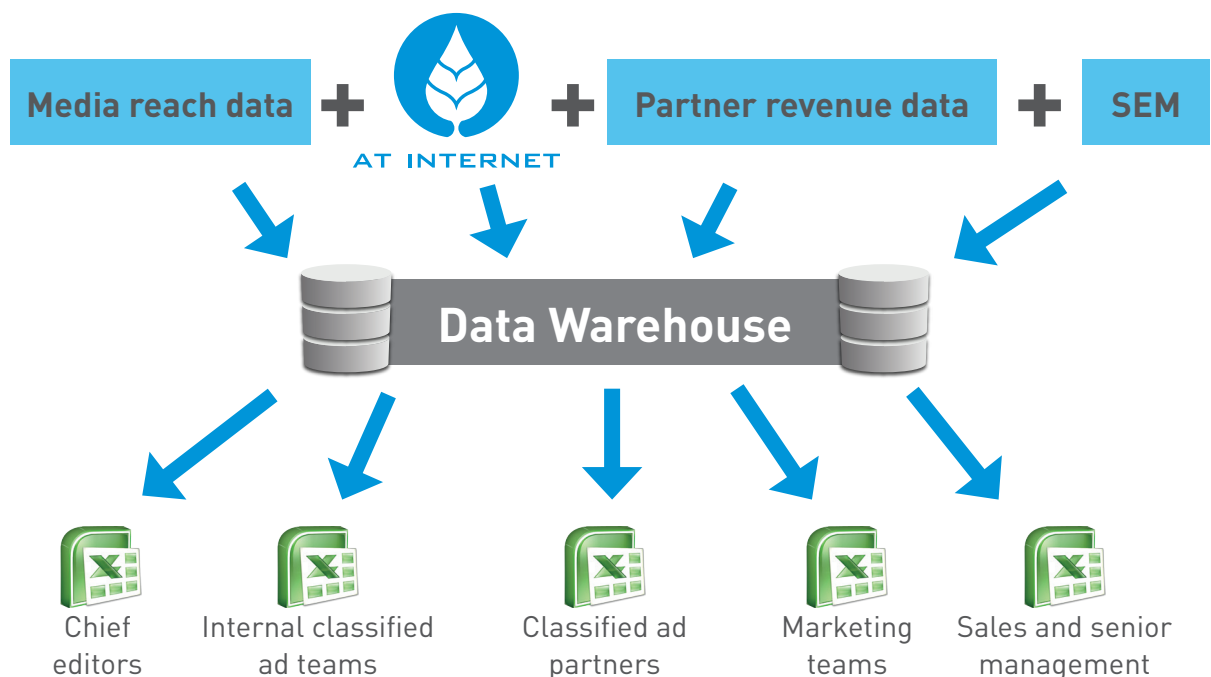
The web analytics and business intelligence department, managed by Andreas Stanitzok, was no longer able to manage the work load to provide ad hoc reports to each team on a regular basis. Instead, they chose to focus on providing the required data set and advise teams on how to use it.

Technical aspects and output

AT Internet Analyzer data is automatically imported every day into a data warehouse, processed and aggregated according to meinstadt’s business requirements.

The data is then consolidated and exported into Excel templates created specifically for each team by the web analytics and business intelligence unit.

At the beginning the web analytics team worked with the broader, more general figures and to this data they added specific data related to the activity of each “internal customer”, who now has their own custom Excel template. They meet regularly to incorporate new needs or better tune the reports.



Training and education

Some teams have direct access to the Web analytics tools whilst others only use custom Excel extracts. The web analytics department wanted to offer a free approach of the data and show how it helps each team in their daily work. They created the environment to automate and facilitate this approach and trained the teams on how to use the tools. They are always available to provide help and advice.

THE RESULTS

.....
“We help people shine!”
.....

The examples of improvements made by each team in terms of website and content optimisation would be too numerous to list and are somewhat “expected”. The major advantage of this “project” or veritably “company process” resides in the evolutions it has brought to the company’s organisation and work culture.

- Senior management’s custom reports include, for example, period comparisons and alert signals on the strategic indicators. This type of tailor-made format is created for each team according to their needs to facilitate decision-making
- It has made each team completely independent in terms of performance reporting. The recurring tasks have now become automated and the data can be extracted and acted upon in real time by everyone
- The teams have embraced the data culture and have included analytics in their everyday work. Having constant access to reports that they need is a real support to their role.

Each team is now clearly responsible for analysing performance. . The web analytics and business intelligence department is here to support, advise and guide them.

BENEFITS

- **Tailor-made reports** for instant decision-making
- **Reporting** autonomy
- **“Data culture”** development



AT INTERNET

Online Intelligence Solutions

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 **meinstadt.de**

The **meinstadt.de** web portal is a unique platform for Germany with comprehensive local information, such as events, ticketing, yellow pages, classifieds and travel guides as well as a whole range of local advertising.

The majority of the **meinstadt.de** content is also available for mobile devices. **meinstadt.de** is a leader in regional online-marketing and local internet search.

The **meinstadt.de** platform that holds top position among Germany's internet portals, according to AGOF, is operated and developed by **allesklar.com** AG and wholly-owned by Axel Springer Digital Classifieds.

The expanding company currently staffs over 300 employees at several business locations.

Contact

Bordeaux (HQ) / Paris	+33 (0)1 56 54 14 30
London	+44 (0)20 3178 5356
Madrid	+34 (0)911 105 829
Montréal	+44 (0)20 3178 5356
München / Hamburg	+49 (0)89 / 324927-0

www.atinternet.com