

Press release - Bordeaux, December 10<sup>th</sup>, 2015

## AT Internet enriches its digital analytics solution with new applications designed for business use

AT Internet, major player in the field of digital intelligence since 1996, unveils the newest applications in its software suite dedicated to advanced performance analytics for websites and mobile applications. With these new features, the French leader clearly responds to the challenges facing today's media groups, retailers, financial establishments, and governmental and corporate groups looking to quickly extract maximum results from their analytics data.

### Transforming raw data into concrete action

AT Internet's *Analytics Suite* solution enables companies to rapidly benefit from their digital data using a single analytics platform. The company's objective is to help its customers shorten, as much as possible, the time between raw data collection and taking concrete, data-driven actions as a result. From collecting and analysing data to visualising and sharing it, AT Internet's suite of integrated applications gives each user the decision-making information he or she needs, whether that person is a digital analytics expert or a business user.

### 4 major axes of innovation

AT Internet concentrates its R&D efforts on developing its suite of applications around 4 pillars that anchor its offering:

- **Agile measurement and tagging:** A major challenge for companies today is connecting data to decisions as quickly as possible, all while preserving high quality and reliability. With **SmartTag**, AT Internet offers a new version of its tag that's faster and more powerful when it comes to tagging sites and mobile apps and collecting data. *SmartTag* combines an easy user experience (intuitive setup, customised measurements, full documentation for developers) with an extremely powerful tag. With *SmartTag*, implementing an analytics solution has never been so simple.
- **A holistic view of the visitor journey and interactions:** With mobile and app analytics, AT Internet helps its clients understand the customer journey across all digital channels. The challenge lies in knowing how a visitor interacts with a brand across a variety of devices, but also deeply analysing precise usage and behaviours on specific devices. Thanks to **new SDKs** and an **app analytics dashboard**, AT Internet gives marketers an aggregated view of performance in terms of traffic acquisition, user engagement and retention.
- **An open analytics platform:** The multiplication of tools (analytics, ad serving, testing, etc.) within a single company's digital ecosystem tends to silo information as a result. AT Internet is dedicated to breaking down silos by facilitating the flow of data within companies. Thanks to its open platform, the French company offers 3<sup>rd</sup>-party data import and export features thanks to partnerships in key digital marketing domains: **TV tracking, audience analytics, and testing &**



**customisation.** AT Internet is also tackling massive-volume data exchanges with a new API (Data Flow) to feed complementary systems like data warehouses or business intelligence platforms.

- **Data democratisation:** AT Internet's tools enable the right information to be shared with the right person in the right format. Following in the footsteps of the **Dashboards application**, designed to enable simplified, collaborative performance management via a highly customisable tool, AT Internet unveils its **Reports application**. With this reporting tool, users no longer need to dig through masses of data to find what they need for accelerated decision-making. They can access simple, pre-built, jargon-free reports designed to address their needs, no matter their industry, job role or level of digital analytics maturity.

Mathieu Llorens, AT Internet CEO, says: *"Even if access to data has become widespread, efficiently using and sharing it within companies often remains complex. We've clearly set out to remove these hurdles by helping companies create immediate value through analytics."*

## A repackaged offering and a new website

On the communication front, AT Internet has developed a new website with a visual identity reflecting its philosophy of efficiency, simplification and accessibility for everyone. AT Internet's services and expertise in the e-commerce, media and finance industries are clearly presented. The company also makes available a wide range of resources and content (white papers, customer case studies, webinars, videos...) to help visitors hone their digital analytics strategy. Discover more at [www.atinternet.com](http://www.atinternet.com).

Contact us directly at [atcontact@atinternet.com](mailto:atcontact@atinternet.com)

### About AT Internet

One of the world's major players in digital intelligence since 1996, AT Internet helps companies measure their audience and optimise their digital performance across all channels. AT Internet's expertise extends from collecting raw data to treating it in real time and delivering it for analysis and the sharing of insights. Applications in AT Internet's **Analytics Suite** provide reliable, contextualised and actionable information. Scalable and completely modular, AT Internet's offering adapts to businesses in all industries: e-commerce, media, finance/banking, corporate institutions. Easy-to-use and accessible to all individuals within a company, these solutions help address the challenges facing both novices and experts in digital analytics and data mining. The power of AT Internet's **Analytics Suite** and the quality of its services (consulting, training and support) are recognised worldwide. AT Internet counts more than 3,800 customers around the globe, in all industries. With more than 200 employees, the group is present in 32 countries via its customers, subsidiaries and partners.

Learn more: [www.atinternet.com](http://www.atinternet.com)

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