



AT INTERNET

Digital Intelligence Solutions



DIGITAL TRANSFORMATION JOURNEY - OUR CLIENT STORY

Fai-Keung NG
Regional Director, AT Internet

AGENDA

THE DIGITAL TRANSFORMATION JOURNEY OF LAGARDERE

- › Data governance
- › Data democratization and CMS Integration
- › Hot traffic optimization
- › Monetization

WHO IS LAGARDERE ACTIVE?

A CENTRAL POSITION IN FRENCH MEDIA

Magazines

France's premier mainstream magazine publishing group, with 27 press titles in France

Radio & Television

22 radio stations in France and internationally: Europe 1, RFM, Virgin Radio, Radio Zet ...

12 themed TV channels worldwide: Canal J, Gulli, June, MCM

Audio-visual production

France's #1 audio-visual production company: Lagardère Entertainment

Digital

4th-largest media group online, in terms of audience, and 2nd-largest on mobile: LeGuide.com,

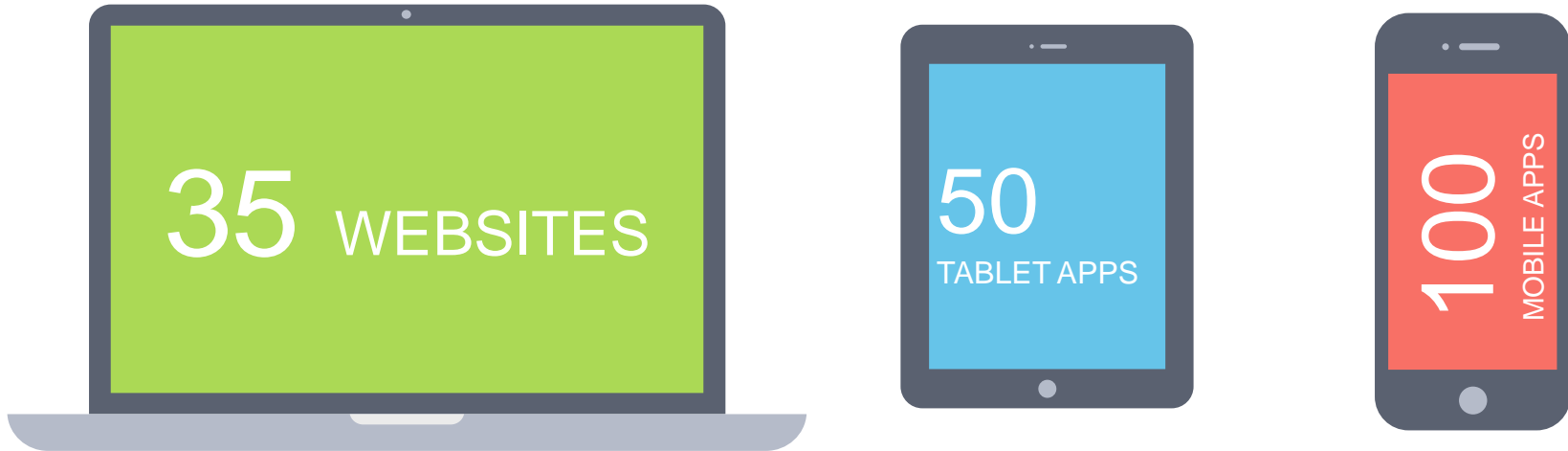
BilleReduc.com, Boursier.com, Doctissimo.fr, Elle.fr, Europe1.fr, Public.Fr, Sports.fr

Ad space sales

France's 3rd-largest ad sales group in terms of gross revenue: Lagardère Publicité



- › **Data governance**
- › Data democratization and CMS Integration
- › Hot traffic optimization
- › Monetization



- Many title and diverse delivery channels of content
- No consistency tool used across teams and channels

UNIFIED MEASUREMENT IN ACTION

2008 - 2012

Q4 2012

Q1 2013

Q2 2013

S2 2013

eStat
mediametrie

Google
Analytics

~~OysiStat~~

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Negotiation & roll-out of AT Internet's solution

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AT INTERNET ROLL-OUT

ACROSS ALL BRANDS – used to be isolated

EzMetrics implemented for journalists (internal solution)

eZ Analytic

ADVANCED USE ON

- Europe 1
- Sports
- Elle

VISUAL .revenue

searchmetrics

iperceptions

sports.fr

VISUAL .revenue

searchmetrics

ADVANCED GUIDANCE OF TEAMS

- Editorial
- Marketing
- SEO

iperceptions

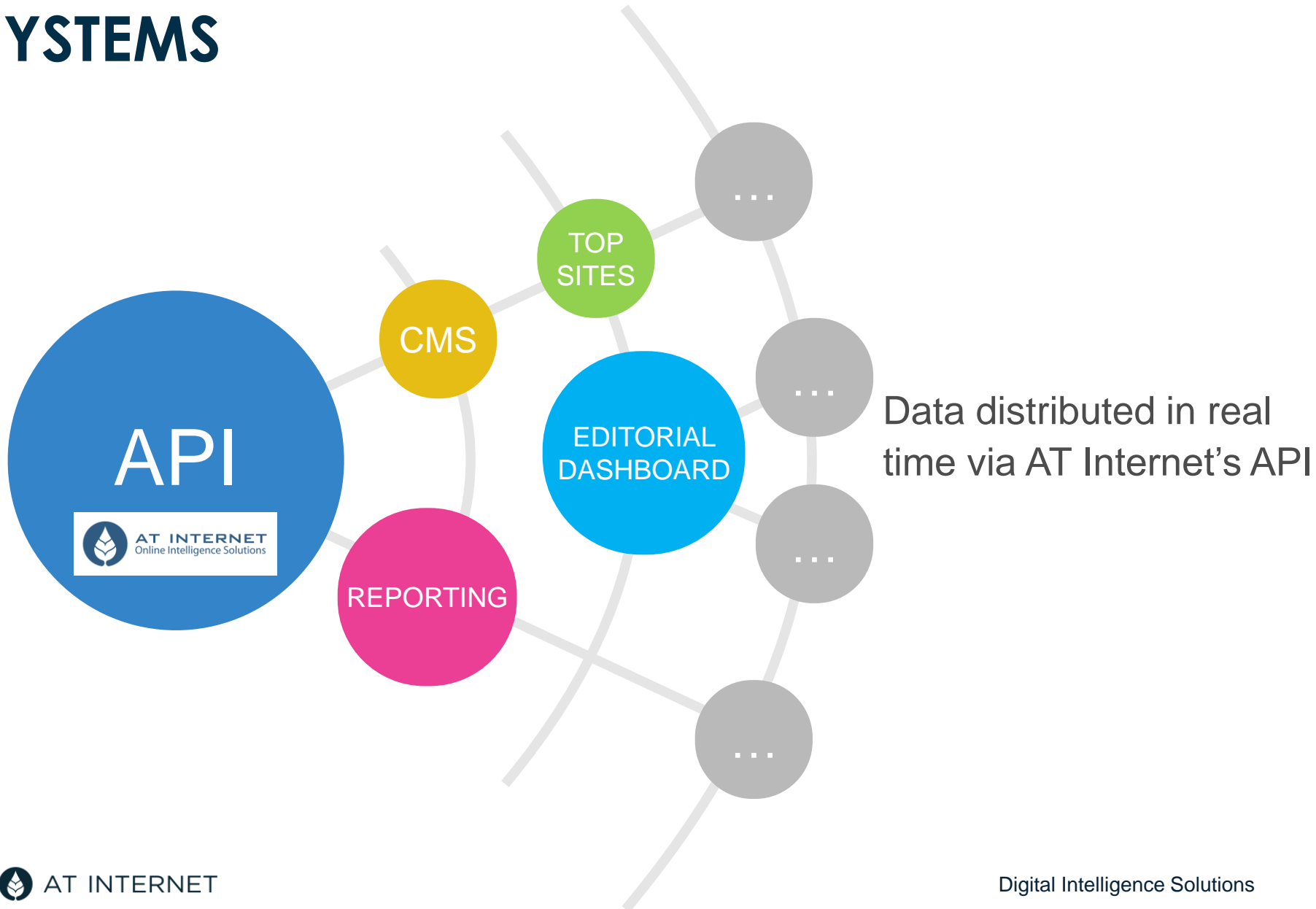
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VISUAL .revenue

searchmetrics

iperceptions

ALIGNED DATA ACROSS MULTIPLE SYSTEMS



- › Data governance
- › **Data democratization and CMS Integration**
- › **Hot traffic optimization**
- › Monetization

DATA DEMOCRATIZATION PROCESS

START

1

TOOLS

Roll-out compatible with teams' needs.

2

CHANGE MANAGEMENT

Define a guidance and training process in-line with teams' objectives

FINISH

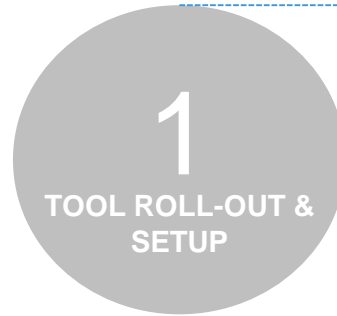
DATA DEMOCRATIZATION PROCESS

**8 WEEKS OF SUPPORT
FROM 1 DIGITAL ANALYST**



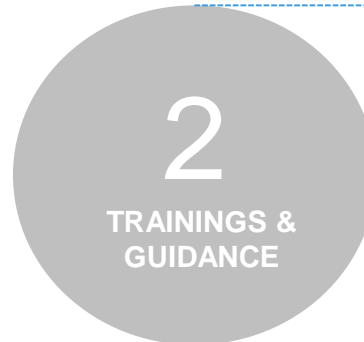
▪ **EDITORIAL TEAMS
USE TOOLS
AUTONOMOUSLY**

- **DASHBOARDS**
- **BEST PRACTICES**
- **TEAMS ARE
EMPOWERED**



LENGTH: 2 WEEKS

- Needs are defined
- Implementation
- Setup
- Validation



LENGTH: 6 WEEKS

- Training
- Best practices
- Communication

GLOBAL SITE AND ARTICLE PERFORMANCE FOR JOURNALISTS

CMS

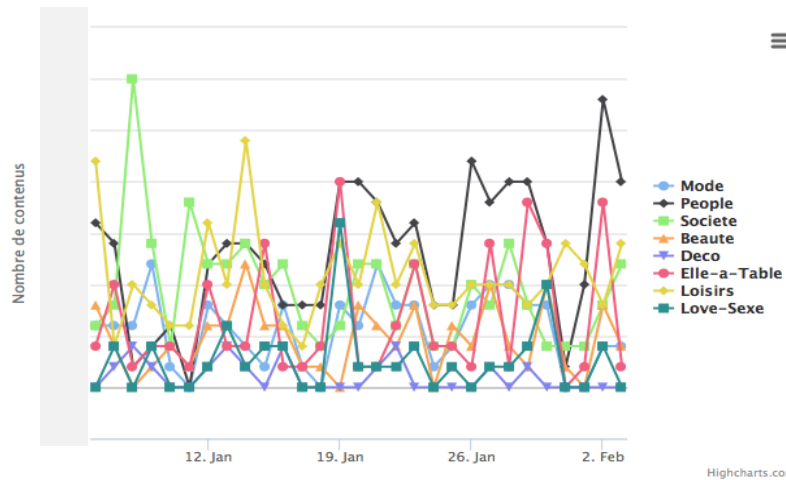
Within the content production tool

API











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Dashboard with real time data from
AT Internet

→ Production de contenus par rubrique durant les 30 derniers jours



→ Top 10 des pages les plus visités de Elle

Page	VU	Tend.	PV
 Les stars font la fête à Coachella !		→	
 Les 40 plus beaux tatouages de Pinterest		→	
 Kate et William : le couple idéal ?		↑	
 Le carré dégradé : nos idées pour l'adopter		↓	
 Les plus belles coupes courtes de Pinterest		→	
 40 coupes de cheveux pour hommes qui nous séduisent sur Pinterest		→	
 Pink critiquée pour son poids voici sa réponse		→	
 Les 30 objets qu'on veut pour le printemps !		↑	
 Carré court : les modèles qui valent le détour		↓	
 50 robes qu'on va adorer porter ce printemps		↓	

ARTICLE LEVEL PERFORMANCE OF EACH JOURNALIST

CMS

Page d'édition et de modification d'un contenu

Dashboard fed in real time with AT Internet data

API



ELLE DASHBOARD CONTENUS MÉDIATHÈQUE FAVORIS ADMINISTRATION

CONTENUS

- Elle
- Astrologie
- Beauté
- Blogs
- Cannes
- Déco
- Edition Ipad
- Eléments Communs
- Elle à Table
- ELLE MAN
- Elle vidéos
- gammes beaute
- Imports
- iPhone Application
- Jeux-Concours
- Loisirs
- Love & Sexe
- Maman
- Mariage
- marques beaute
- Minceur
- Mobile
- Mode
- Newsletters
- Noël
- pages

PEOPLE LA VIE DES PEOPLE NEWS BEN AFFLECK S'ÉNERVE LORS D'UN DÉBAT SUR L'ISLAM À LA TÉLÉVISION

Ben Affleck s'énerve lors d'un débat sur l'islam à la télévision [Article]

Dernière modification: 06/10/2014 09:57, j-françois.demay (ID du Nœud : 2841010, ID de l'objet : 3032716)

1892 PV aujourd'hui	1739 VU aujourd'hui	 aujourd'hui	 959 237 100	 1296 interactions	 0 commentaire
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APERÇU DETAILS EMBLEMES (2) RELATIONS (1) CLASSEMENT

Titre: Ben Affleck s'énerve lors d'un débat sur l'islam à la télévision

Permalien: Ben Affleck s'énerve lors d'un débat sur l'islam à la télévision

Titre de Home:

Envies / Rendez-vous:

- Principal : People / Actus / News

Faire apparaître dans le fil info: Oui

Sous-éléments (0)
La classe <Article> n'est pas configurée pour contenir des sous-éléments.

OPTIMIZING HOT TRAFFIC

Date

Période

7 (Cliquez sur le bouton pour choisir la période)

TRAFIC GLOBAL EUROPE 1 DU 05-10-2014 (comparatif vs J-7)

Visites	Pages vues	PV / Visite	Taux de rebond
204 045	501 759	2,5	68%
▼ -4%	▼ -3%	▲ 1%	▲ 1%

TENDANCE DE LA SEMAINE

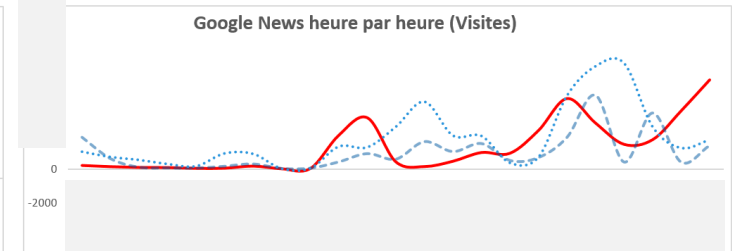
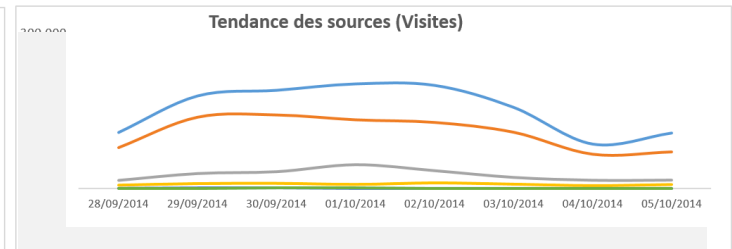
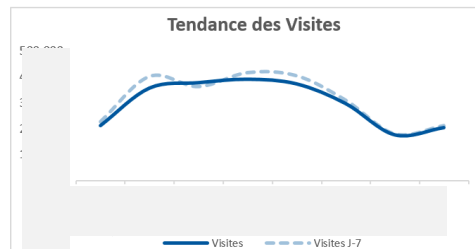
Date	Visites	Pages vues	PV / V	Taux de rebond
	212 021	518 730	2,4	67%
	358 795	854 358	2,4	66%
	379 792	873 683	2,3	67%
	393 383	895 145	2,3	67%
	375 085	870 381	2,3	67%
	298 151	743 017	2,5	65%
	175 821	463 832	2,6	65%
	204 045	501 759	2,5	68%

REPARTITION DU TRAFIC DU 05-10-2014

Sources	Visites	Pages vues
	107 900	194 741
	70 789	270 067
	16 507	21 148
	8 600	15 137
	174	499

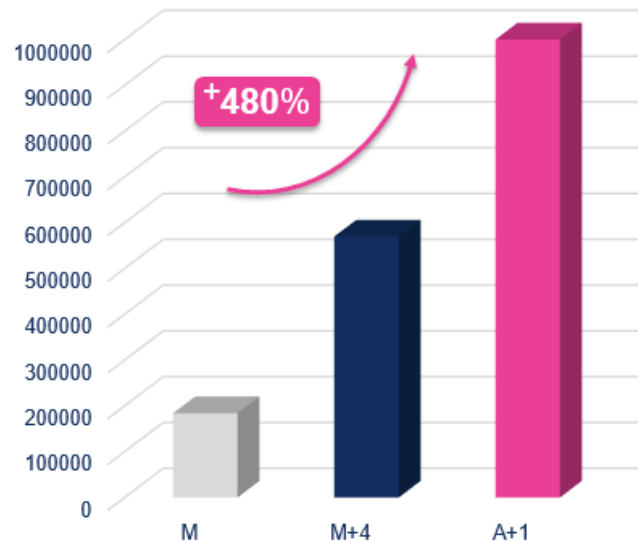
FOCUS GOOGLE DU 05-10-2014

Google	Visites	Pages vues	PV/V
F	69 789	136 910	2,0
A	31 137	42 994	1,4
I	1 785	2 685	1,5



RESULTS

ELLE Visites Google Actualités



Results from July 2014 YoY: +1M visits from Google News

- › Data governance
- › Data democratization and CMS Integration
- › Hot traffic optimization
- › **Monetization**

A COMMON WAY TO INCREASE YIELD

Audience profiles

Nugg.ad
(DMP)

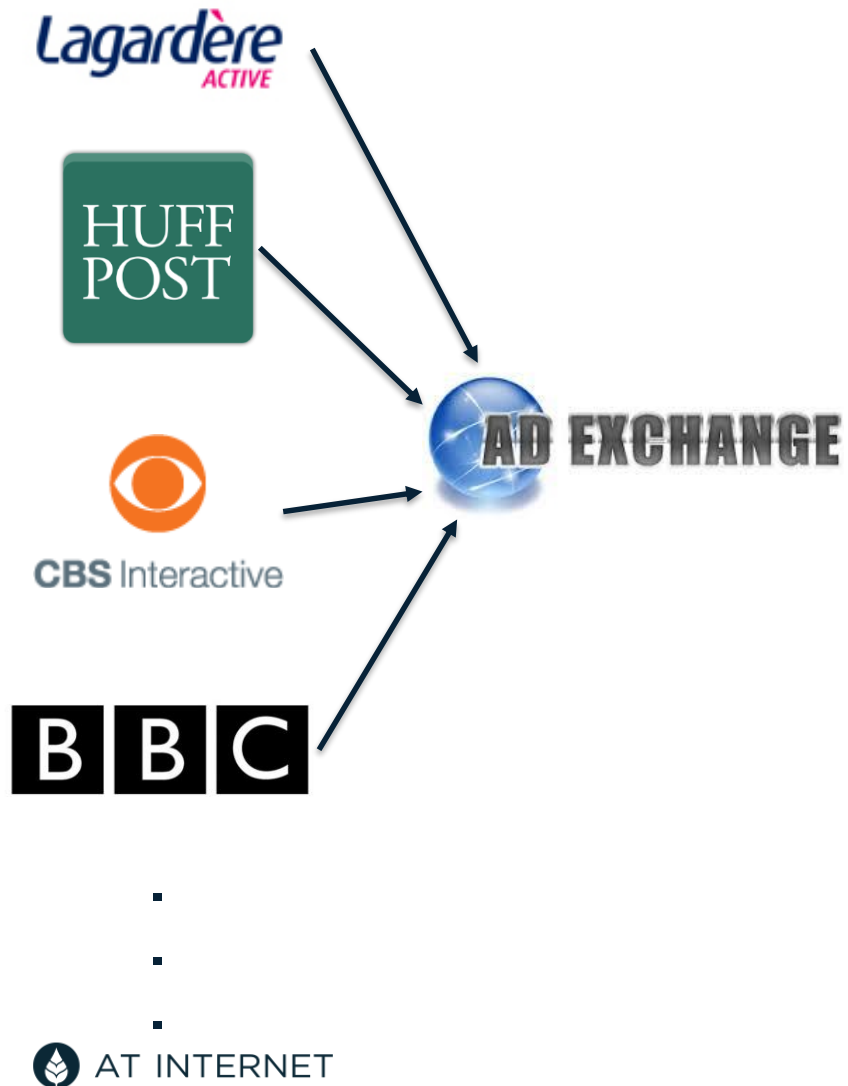
- Gender
- Age
- Size of household
- Employment status
- Personal income
- Household income
- Kids in household
- Main income-earner in household
- Main responsibility for household
- Level of education



Advertisers



IT ALSO CREATED PROBLEMS



Audience profiles



ADDING ANOTHER LAYER OF CONTEXT

Audience

Context

- Gender
- Age
- Size of household
- Employment status
- Personal income
- Household income
- Kids in household
- Main income-earner in household
- Main responsibility for household
- Level of education
- .
- .
- .

- Beauty & Care
- Fashion
- Entertainment
- Finance
- Health
- Home & Garden
- .
- .
- .



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Advertisers



AS A SUMMARY

Instill a data governance strategy



Democratize data for all stakeholders



Integrate analytics data with your CMS platform for real-time editorial decisions



Optimize publishing time for better SEO performance



Smart use of analytics to increase ad yield



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A GLOBAL ANALYTICS LEADER WITH EUROPEAN ROOTS

20 Years experience in digital analytics

3,800+ Customers from all sectors

400,000+ Sites measured

11 Awards won

6 European certifications

96% Customer support satisfaction rate

A SOLUTION FOR MEDIA





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