WEBORAMA AND AT INTERNET LAUNCH AT CONNECT WCM

The Data Company and the specialist in Digital Intelligence develop a connector to link Web Analytics and Ad Serving data

A synergy focusing on French tech

AT CONNECT WCM is the fruit of collaboration between two French businesses.

Weborama, Europe's leading data company, supports the digital evolution and data of the largest publishing and marketing brands. Since 2006, Weborama has been developing and selling a tool for the delivering and tracking of campaigns. Today, several hundred clients use WCM (Weborama Campaign Manager), now one of the market's reference Ad Servers.

AT Internet, recognised as one of the world leaders in digital analytics by the independent research company Forrester Inc., offers the *Analytics Suite*, a modular SaaS package for in-depth analysis of website, mobile site and application performance. With more than 3,800 clients worldwide, the company counts leading international brands among its customers and was one of the first companies to receive the French Tech Pass in 2014.

The main benefits of AT CONNECT WCM

AT CONNECT WCM makes it possible to identify actions carried out by web users prior to visiting a website, and then link those actions to digital analytics data.

- **Reliable and accurate ROI analytics.** AT CONNECT WCM offers two new indicators to manage campaigns more effectively. By analysing the contribution (post-view, post-impression) of each advertising campaign, AT CONNECT WCM identifies and compares the performance of different acquisition methods (display, SEO, sponsored links, affiliate, emailing, direct...). Each campaign is therefore analysed both reliably and accurately. Put simply, future campaigns are optimised.

- **Productivity gains.** AT CONNECT WCM guarantees time savings on campaign management by automating the implementation and tagging of campaigns. Additionally, it also reduces the risk of error by automatically generating Xtors.

Antoine Saglier, Weborama's Product Marketing Director, explains: "*AT CONNECT WCM makes it possible to link media tracking data and site navigation data, a feature that is often lacking. Today, advertising campaigns are enhanced by analysing post-impression visits. The next step of this partnership will involve new connections with AT Internet, in particular with our DMP, Weborama Audience Manager.*"

Véronique Combaud, Product Manager at AT Internet, adds: "*This connector allows our most advanced clients to have a more accurate picture of how their acquisition campaigns contribute to the overall performance of their website.*"

ABOUT WEBORAMA

WEBORAMA: FROM DATA TO VALUE
Weborama has been innovating in the Data field since 1998. Using NLP (Natural Language Processing) and semantic analysis, the company builds taxonomies, profile databases and technological tools to help improve the management of digital content and thereby optimize digital marketing campaigns.

With 440 million profiles, and operating in 10 European countries and LATAM, **Weborama** is a leading European data company.
Weborama has been listed on Alternext since June 2006 (ALWEB). Its revenues continue to increase, reaching €23.9 million in 2014.

www.weborama.com

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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. Find out more: www.atinternet.com

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