AT INTERNET

Digital Intelligence Solutions

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GROUPE LA POSTE IMPLEMENTS A DATA STRATEGY TO DRIVE DIGITAL INNOVATION

INTRODUCTION

A large services group in France, Groupe La Poste is a public limited company with multiple public service missions: distributing mail 6 days a week across the entire French territory, contributing to town and country planning, transporting and distributing press, and providing accessible banking services to all. Groupe La Poste combines its physical postal presence with a digital one including online services via its websites, mobile applications and social media presence.

The group's digital audience includes 11 million unique visitors per month to laposte.fr and 3 million unique visitors per month to the group's online store. These figures represent roughly 10% of the total visitors to all French websites.

In addition to numerous "data-driven" initiatives (such as the introduction of a click-to-chat feature, and the rollout of a DMP), the group's digital arm developed a data strategy to help guide the revamping of its site homepages. To successfully implement the project, the group relied on both analytics data and an in-depth reflection on user experience.
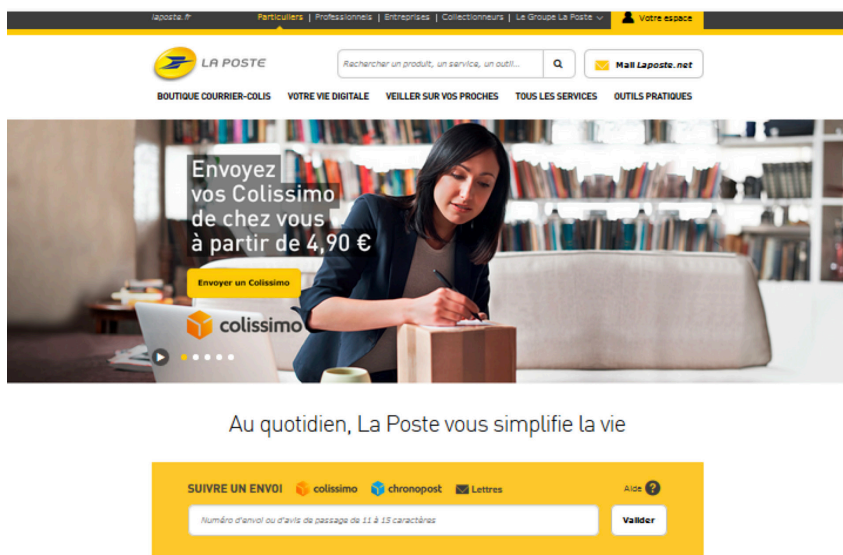
CHALLENGE

The website revamp project was the starting point for the group's data strategy, which was implemented throughout the entire organisation. Groupe La Poste quickly adopted a "data democratisation" approach:

• By facilitating access to data for each entity within the group (self-service analytics)

• By making digital analytics a systematically used element in each project

• By responding to diverse business needs with concrete figures, analysis and in-depth research

The e-commerce branch of Groupe La Poste aims to increase conversions and boost sales of products and services destined for both businesses and individuals. Therefore, the group focuses its digital analytics efforts on several key aspects:

• Managing and driving e-commerce activity on the online store site

• Optimising the customer journey on mobile and across devices

• Analysing the impact of television campaigns on digital platforms to see how TV commercials drive web traffic

SOLUTION & RESULTS

Within the group, the analytics team is responsible for tagging plans and verifying data integrity. The team ensures that any extracted data is correctly configured in order to guarantee reliable analysis and decision-making. The following are a few examples of projects that resulted from the group's implemented data strategy, and which have led to concrete results.

EFFICIENTLY MANAGE SALES ACTIVITY IN ALIGNMENT WITH DATA STRATEGY

Using analytics performance indicators, the group implemented daily, weekly and monthly monitoring and management of sales activity.

E-commerce activity progressed by +12%

Integrated in a scorecard, conversion rates, completion rates and bounce rates were cross-compared with sales and turnover data. Performance management and decision-making regarding the online store became much more efficient.

Predictive models to help the business

The team built a data model using conversion rate data from the site over the last 18 months. Sales projections for 2017 were established by modifying various parameters, such as traffic volumes or seasonality. Thanks to these initiatives, Groupe La Poste could determine the value of a visit in terms of sales turnover.

Building this statistical model enabled teams to back up their growth forecasts for the coming year; budget decision-makers were therefore pleased with this in-depth exercise.

A CROSS-DEVICE VIEW FOR OPTIMISING UX

Another challenge for the group was deepening its understanding of how certain sections or features of the laposte.fr site are being used on tablets, smartphones and computers. By creating a specific dashboard for this purpose, Groupe La Poste obtained a detailed and cross-device vision of user behaviour. They were also able to debunk several preconceived notions in favour of tangible, proven facts, illustrated by concrete results.

Example #1: Which device and platform is most used to locate the nearest post office?

In analysing usage of the post office locator tool, the group discovered that, contrary to its initial assumption, the mobile application is not the main platform used to locate a post office. In fact, the responsive mobile site is most often used to locate a post office. After this discovery, the group revised its roadmap to focus more on developing new features for the mobile site. They quickly optimised the user-friendliness of certain online services available to mobile site users.

Example #2: How can we find new, untapped opportunities for business?

The group's analytics team's multi-device dashboard revealed that 8% of sales turnover from the online store was being generated from on-the-go users. The problem? This version of the online store site was not responsive. The customer experience was therefore not as good as it could be. After using analytics data to clearly identify this opportunity to boost business, the group's development roadmap was refocused to improve this aspect of the online store site.

TV TRACKING TO OPTIMISE "DRIVE-TO-WEB" STRATEGY

Unlike certain aspects such as brand awareness or recognition, the impact of TV campaigns on web traffic was typically difficult for Groupe La Poste to measure. The group was therefore eager to use AT Internet's TV Tracking solution to analyse the effects of its TV campaign on its digital properties and performance.

With TV Tracking, the group was able to answer several key questions:

• Do TV ad campaigns have the greatest impact on smartphone, tablet or desktop traffic?

• Do people who were exposed to the TV campaign visit the website more often than non-exposed visitors? Do they buy more, compared to non-exposed visitors?

The group's analyses focused on the metric "time spent" on digital platforms. By tracking different user cohorts over the period during which TV campaigns ran, Groupe La Poste was able to identify incremental traffic gained, as well as any lifts to other metrics like conversions.

Example: How can we reach the audience with the best yield?

The group was unsure about its choice to broadcast its TV commercial between 8am and 10am. The yield index (meaning the ratio of visits to GRP, or gross rating point) showed retrospectively that performance had been very strong during this timeslot.
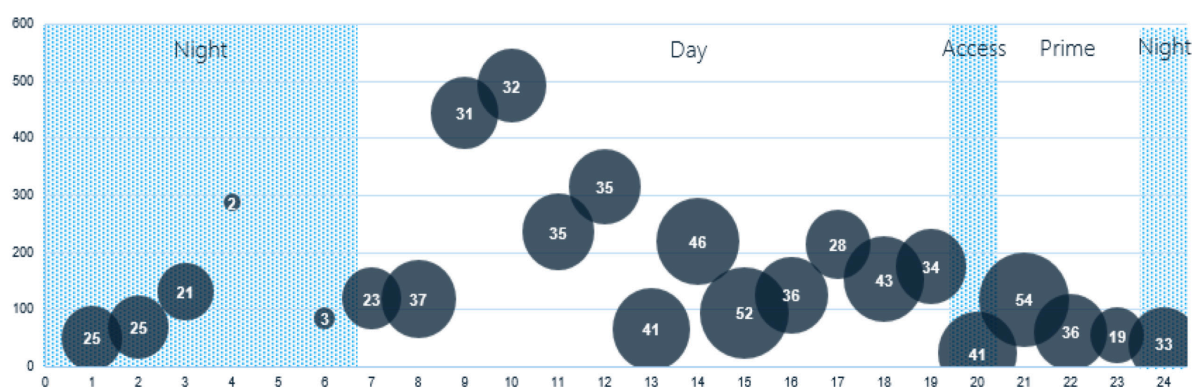
In the end, AT Internet's TV Tracking was very useful for Groupe La Poste's brand communication teams in managing their ad campaigns and optimising their media mix. It enabled them to examine the true effectiveness of their TV commercials, to back up certain hypotheses, and dispel certain doubts, notably regarding the yield per timeslot.

BENEFITS

• E-commerce activity progressed by +12% on the site

• Predictive models of turnover used in budgetary decision-making

• Targeted actions to optimise user experience on different features of the La Poste website

• Optimised media mix, thanks to analysis of TV campaigns' true impact

• Data is democratised throughout the organisation

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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's analytics solution is used on more than 20,000 sites and applications around the world, across all industries. With more than 200 employees, the group is present in 32 countries via its customers, subsidiaries and partners.

About Groupe La Poste

A large multi-business services group in France, Groupe La Poste has developed true proximity with the people of France, making their daily lives easier and becoming a long-standing actor on French territory. Every day, Groupe La Poste unites more than 260,000 postal workers with 65 million people all throughout France. The group is driven by its civic values and responsibility, which have always been at the heart of the postal group's identity.

Propelled by these values and its strong presence across the French territory, Groupe La Poste has built a foundation of trust with the French people and carries out four public service missions that are fully integrated with its activities: distributing mail 6 days of the week to the homes of all French people, contributing to town and country planning, transporting and distributing press, and providing accessible banking services to all.

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