AT INTERNET

Digital Intelligence Solutions

L'ÉQUIPE

HOW DATA GUIDES THE STRATEGIC DECISIONS OF DAILY SPORT NEWSPAPER L'ÉQUIPE

INTRODUCTION

L'Équipe is the leading daily sport newspaper in France and is part of the Amaury group, an independent family-owned group in the press and media sector.

Across all its platforms combined, L'Équipe's digital activity consists of 1.5 billion pageviews per month, with record levels of unique visitors – 14 million – in June and August 2016. L'Équipe's mobile application is among the top 3 mobile apps in France. In 2017, L'Équipe saw its mobile web traffic exceed its desktop web traffic. And its mobile app traffic continues to grow.

L'Équipe's mobile app, in numbers

- **4M** subscribers to sports alerts
- **150K** app downloads per month
- **Frequent usage:** apps used more than 5x a day on average

CHALLENGE

Revenue from the paper's mobile application depends on premium subscriptions, as well as on the display of ads whenever a page is loaded. L'Équipe's main objective is therefore to generate a maximum of pageviews. Using AT Internet's *Analytics Suite*, L'Équipe optimised both:

• The effectiveness of its mobile app content, by prioritising content

• Continuous improvement of different versions of the application

SOLUTION & RESULTS

L'Équipe initially used the *Analytics Suite* to obtain overall app traffic figures: number of pages viewed, breakdown by device, most popular articles, etc. But by implementing a true analytics strategy, led by Romain Lhote, the group was able to deepen and refine its analyses in order to identify and implement further optimisation actions.

EFFECTIVE EDITORIAL STRATEGY:

HOW CAN APP CONTENT OFFERINGS BE ADAPTED TO REAL USER BEHAVIOUR?

Analytics data feeds l'Équipe's editorial strategy on a daily basis. Combined with SEO analysis data, web analytics data enables the group to identify recommendations for articles to write. And by analysing content performance after publication, L'Équipe can report on results and make better-informed choices regarding content formats (slideshows, live streaming, etc.).

Use case: live match pages

The app's "Directs" page is a listing of the day's matches (currently playing, completed, or upcoming). This page is crucial for L'Équipe because it generates strong traffic volumes (5 million daily page views on average). This can be explained by the tendency of visitors to come back to the page several times to track match scores and latest developments. This page is also critical, as it sends the visitor to a specific page for each live match.

Analyses carried out:

• Exhaustive analysis of matches (team/competition/sport) from the start of the season, in order to identify the most popular matches

• Analysis and study of how "date" and "match status" filters (All, Completed, Current) are used when present on a page

• Analysis of different parts of a live match page (The Match, Highlights, Stats, ...).

Actions implemented:

By identifying the most popular matches, Romain and his team were able to make recommendations to the editorial board as to which matches should be commentated live by L'Équipe journalists.

The results observed also highlighted differences in how filters are used depending on the device OS (iOS vs. Android). The numbers served to feed the discussion about revamping the mobile user experience.

Finally, on app pages specific to each match, optimisation recommendations were identified in order to revamp screen layouts depending on the sport (football vs. rugby, for example).
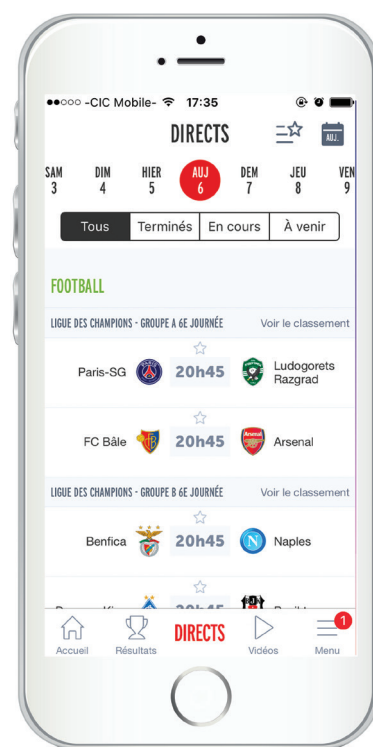
CONTINUOUS IMPROVEMENT OF DIFFERENT APP VERSIONS

With the *Analytics Suite*, L'Équipe can understand how its mobile app is being used in order to determine new developments and improvements. Analytics data clearly shows if app users are using certain features – or not. L'Équipe's analytics team can therefore determine specific optimisation actions for the app.

*Use case: "Add to my favourites" feature*

Implemented during the release of a new version of the app, the "add to favourites" feature lets a user select certain matches or teams he/she wishes to track in a dedicated area.

The team analysed the details of the competitions and teams that had been favourited. Click metrics were then analysed for different types of user profiles.

The rate of use revealed that app users were not using the feature to its full potential: More than 40% of users went to the "Favourites" page despite not having saved any favourites.

Actions implemented:

L'Équipe therefore took a more proactive approach to promoting the "Favourites" feature. Based on data about which teams and competitions were most often added to the Favourties, push notifications are now sent to all users of the L'Équipe mobile app just before major matches. Users are also prompted to add the match to their Favourites in order to be alerted in real time to any updates or special highlights (kickoff, score developments, etc...).
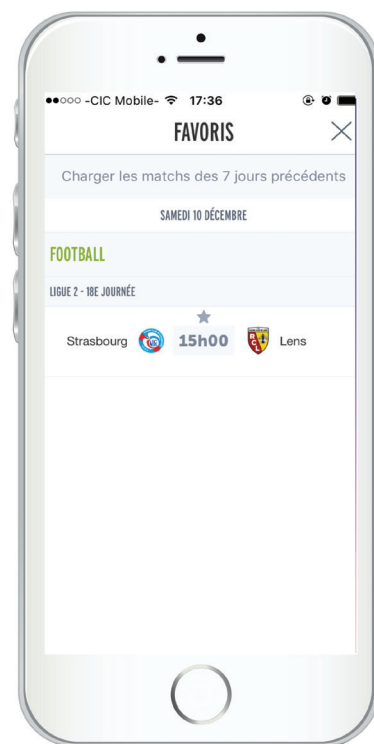
CONCLUSION

At L'Équipe, analytics data provides global insights into multi-device usage. This data precisely reveals the performance and contribution of each type of device and platform within the digital ecosystem.

But analytics data has also had a strong impact on editorial strategy and feature development for the mobile application, by enabling L'Équipe to:

• determine and prioritise content (sports, competitions, matches)

• optimise screen layouts based on the content

• improve app features and help them evolve over time (based on user behaviours, mobile platforms used, etc.)

BENEFITS

• Optimised content strategy for the mobile app

• Continuous improvement and development of mobile features

• Optimised the user experience (usability, layout, navigation)

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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 the Amaury Group

Independent and family-owned, the Amaury Group is a leader in the media and sport sectors, counting 3,100 employees and annual turnover of €670 million in 2013.

The group holds iconic press titles such as Le Parisien-Aujourd'hui en France, L'Équipe, and France Football in its portfolio, as well as magazines and supplements. The group also organises unique sporting events such as the Tour de France, the Dakar Rally, the Paris Marathon, the Alstom Open de France (golf), the Tour de France à la Voile (yachting race)...

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