AT INTERNET

Digital Intelligence Solutions

PRESS KIT

2019

CONTENTS

ABOUT AT INTERNET

One of the world's major players in digital analytics since 1996, AT Internet helps companies measure their audience and optimise their digital performance across all marketing channels. From data collection to exploration, activation and the sharing of insights, AT Internet's *Analytics Suite* provides fully reliable data for optimal decision-making company-wide. Perfectly adapted to e-commerce, media, finance/banking, and corporate websites and mobile apps, the *Analytics Suite* is easy-to-use for all individuals within a company, whether they're business users, analysts or data scientists. The quality of AT Internet's solution and service has recently been recognised by leading independent industry studies. AT Internet's digital 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 globally via its customers, subsidiaries and partners.

WHAT IS DIGITAL ANALYTICS?

Digital analytics involves the tracking and analysis of traffic and audience behaviour on websites, mobile sites, applications, social platforms, or any other digital platform. It can also be defined as the art of using data generated by digital analytics tools to help optimise digital performance. Digital analytics is based on data gathered by audience measurement and analysis solutions such as the ones provided by AT Internet.

KEY FIGURES

- A European leader
- One of the 4 top digital analytics providers worldwide, according to Forrester Research, Inc.
- More than 20,000 sites and applications measured
- More than 100 billion server calls measured per month
- More than 200 employees worldwide
- Independent, family-run company

SOLUTION AND SERVICE OFFERINGS

OUR SOLUTION: THE ANALYTICS SUITE

AT Internet's *Analytics Suite* reinvents digital analytics by placing it at the centre of companies. With reliable, high-quality data, enriched exploration options, and streamlined, intuitive workflows, everyone in your company can get the real-time insights they need, no matter their job role. You can now make efficient decisions even faster to boost your business growth. In parallel, AT Internet offers professional support and consulting services to assist clients from implementation all the way to data interpretation.

ANALYTICS SUITE: FLAGSHIP TOOLS

Explorer: Enrich your data exploration! Discover a new type of analysis experience with *Explorer*, designed for iterative data exploration in a streamlined and intuitive interface. Put your data into context and expose new insights thanks to rich features for filtering, drill-down and live segmentation. Get started with standard, ready-to-use analyses, then work with your data and infinitely refine your results. Take your analyses further in *Data Query*, or send them to your reports and dashboards with just one click.

User Insights: For visitor-centric measurement of your users' cross-device behaviours. Analyse the entirety of your visitors' actions across all devices used, across all your brand's platforms, and across all traffic sources. Integrated into *Explorer, User Insights* offers a set of visitor-centric variables which enable a more complete and reliable view of your users' journey. Discover how your visitors interact with your brand (by identifying the relationship and overlap between devices, platforms and sources), optimise your retention rates, and hone your marketing strategies for better targeting.
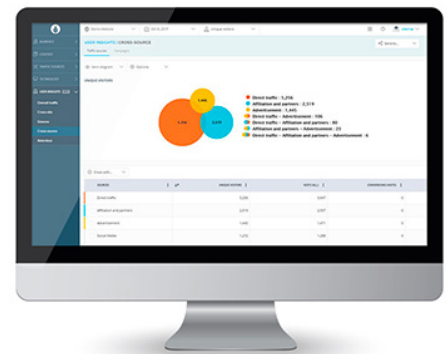
Sales Insights: In today's fiercely competitive e-commerce world, you've got an ally: *Sales Insights*. This comprehensive e-commerce module provides key insights and analysis recommendations to help you optimise your conversion rate and grow customer lifetime value. See how customers interact with your product pages and shopping cart, and decipher their behaviour as they advance through your purchase funnel. Measure how they're using different devices along the purchase journey, transform abandoned carts into new sales opportunities, and build greater customer loyalty to optimise the buying cycle.
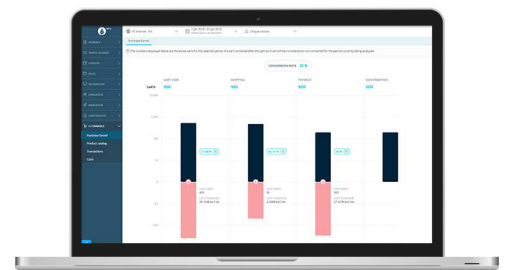
Navigation:

In just a few clicks, visualise how people navigate through your website or mobile app. Which pathways do they take? Where do they leave? Which sequences of pages most often lead to conversion? The *Navigation* feature helps you quickly detect problems: Uncover anomalies or abnormal browsing behaviour, see where you're losing traffic, and determine if your conversion funnels are really working. Get actionable insights at a glance to optimise the performance of your site and app.
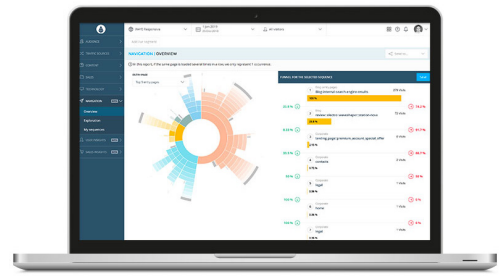
Dashboards:

A 360-degree view. Fully customisable. Collaborative... Our *Dashboards* application enables efficient management of all digital activity. In just minutes, users can create analytics dashboards, customise them down to the pixel, and share them across the entire company. From the CEO to marketing teams, each user can integrate his or her desired information (analytics data, business figures, images, external data) to make performance results visually impactful.

Data Query:

This app offers advanced data mining features. By simply dragging and dropping, digital analysts can construct all possible data combinations and correlations. Flexible, powerful and comprehensive, *Data Query* exponentially multiplies filtering, sorting and correlation options. In just seconds, users can generate structured API URLs to connect their information systems.
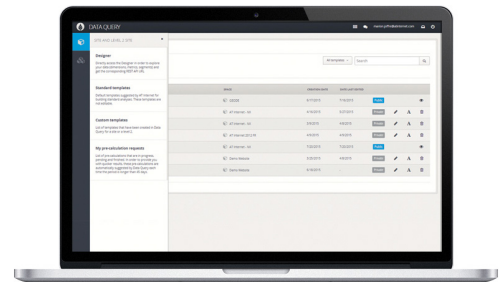
SmartTag:

AT Internet's *SmartTag* includes a range of features for quick and painless tagging of sites and mobile applications. The *SmartTag* combines simplicity for users (intuitive interface, lighter code, and custom measurement) and a powerful tag (advanced mobile analyses, multiplatform measurement). With *SmartTag*, AT Internet is one of the market's easiest and quickest analytics solutions to implement.
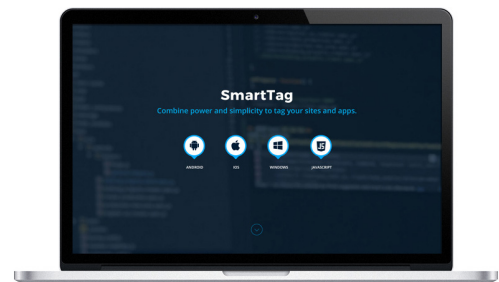
OUR PROFESSIONAL SERVICES

AT Internet offers its customers personalised technical and strategic guidance (unlimited support and training options) based on the multi-dimensional expertise of its consultants, business analysts and expert trainers. AT Internet teams are actively involved, from solution implementation to fortifying user knowledge of the *Analytics Suite* and interpreting analytics data. These support services are unique in their exceptional quality, and have been recognised worldwide by independent research groups.

PARTNERSHIPS

AT Internet has an extended, dynamic network of agency partners and resellers worldwide to help customers get greater return on their analytics investments and achieve their digital business goals.
AT Internet also has a wide range of technological partners to facilitate the interconnection and integration of analytics data with digital data from all marketing platforms for easier, more valuable analyses. The "AT Connect" program extends the value of analytics data and opens a world of new digital marketing possibilities for customers.

HISTORY

10 MILESTONES IN AT INTERNET'S HISTORY

1996: Pioneers of the Internet and digital analytics
AT Internet is born in 1996, with website creation as its core activity. Founder Alain Llorens' vision and expertise lead him to reposition the company shortly thereafter toward providing web analytics solutions, in which he foresees significant added value.

2000: XiTi, the #1 free audience measurement solution
AT Internet launches XiTi, an integrated SaaS solution enabling audience measurement and real-time website data tracking and analysis. In just a few years, AT Internet grows to be a leader in the French market, counting more than half of CAC 40 (French stock market index) companies among its clients, as well as the largest French institutions and foreign companies with international reach.

2007: Setting out for Europe
Bolstered by its strong growth and leader status in the French market, AT Internet focuses on its international development strategy, opening several offices in Europe and worldwide. The company currently has offices in 6 countries and is present in more than 30 countries via its customers and partners.

2009 – 2010: Accelerated development
AT Internet raises €4M in funding from ICSO Private Equity and IRDI in order to pursue its development, international growth, and R&D efforts. Nonetheless, AT Internet's founders re-main the majority shareholders. The company progressively adapts its offerings to the ma-turing web analytics market.

2011: AT Internet climbs into Forrester's rankings

In October 2011, AT Internet is recognised by independent research firm Forrester Research, Inc., as one of the best providers of web analytics solutions. The report "The Forrester Wave™: Web Analytics, Q4 2011" is published in October 2011 and highlights the evolution of AT Internet's products and services, as well as the quality of its customer service, for which AT Internet receives the highest score.

2013: Fundraising

AT Internet raises €6.25M in funds with its long-standing financial investor iXO PRIVATE EQUITY and a new associate, OMNES CAPITAL, to accelerate its development by pursuing R&D efforts and fortifying its international presence.

2014: The lone European among the top 4 "Leaders" worldwide

In May 2014, the study "The Forrester Wave™: Web Analytics, Q2 2014" published by Forrester Research, Inc., places AT Internet as the only European among the 4 top providers of digital analytics solutions worldwide. Forrester cites AT Internet's new "Leader" status and highlights its "upward trajectory" since the last report.

2015: The era of digital intelligence

In 2015, AT Internet launches a new product offering featuring dedicated applications (reporting, dashboards, data mining) designed for digital analytics experts and beginners alike. The *Analytics Suite* crystallises AT Internet's quest to democratise digital performance measurement tools.

2016: Celebrating 20 years... and a new home

2016 marked two major milestones for AT Internet: Our 20th anniversary, and the completion of our new headquarters in Bordeaux-Mérignac. Our new building is an excellent home base from which to continue serving our customers in the coming decades!

2017: AT Internet, a global leader, launches the Analytics Suite 2

In November 2017, AT Internet was once again named a web analytics "Leader" in the global report "The Forrester Wave™: Web Analytics, Q4 2017". The study highlights AT Internet's focus on helping global enterprises comply with data security and privacy requirements. Shortly after receiving this distinction, AT Internet launched the *Analytics Suite 2*. This new version of the digital analytics solution aims to reinvent digital analytics by offering quality control features and powerful tools for spreading analytics data throughout the company.

COMMITMENT TO QUALITY

AT Internet's approach to quality guarantees customers the reliability and compliance of the company's marketed services and solutions. Our commitment to transparency is achieved through a rigorous data security and data protection policy, a strong commitment to the quality of our services and by obtaining international labels and certifications from various regulatory bodies from the Internet industry both in France and abroad.

CERTIFICATIONS AND SEALS

The certifications and seals received by AT Internet attest to the reliability of measured data, in France and in several other countries (OJD/ACPM France, ABC – United Kingdom, Tüv – Germany). AT Internet is regularly cited by international organisations and independent marketing firms (such as Forrester Research, Inc.) for the quality of its services and solutions.

DATA PRIVACY POLICY

Data protection is crucial aspect in the digital analytics industry, and AT Internet guarantees its customers reliable, secure data that complies with the General Data Protection Regulation (GDPR), as well as offering all customers a Data Processing Agreement. AT Internet is formally committed to its customers regarding the quality and performance of its services, and responds to the needs of companies with even the most demanding data protection requirements. In 2015, AT Internet was recommended by France's National Commission on Informatics and Liberty (CNIL) for the conformity and compliance of its solution to cookie regulations. As such, AT Internet customers can be exempted from collecting consent from users regarding the use of audience measurement cookies. Learn more at the CNIL website.

INTERNATIONAL PRESENCE

With offices established in 6 countries, AT Internet is present today on four continents, with customers and partners in more than 32 countries. The company's international presence is strengthened by a network of strategic partnerships with major international agencies. This widespread presence enables AT Internet to establish and maintain strong relationships with its customers all around the world and provide them with proactive local service.

CLIENT REFERENCES

- **Media:** BBC **-** Le Monde - Le Point - L'Equipe - Europe1 - France Télévisions - TF1 - Radio France - Le Bon Coin - Pages Jaunes...

- **E-commerce:** Rakuten - Leclerc - Longchamp - Boulanger - Price Minister - Europcar - Best Western - Thalys - Ticket Liquidator...

- **Finance:** Axa - BPCE - La Banque Postale - MAAF - Société Générale - CIC - Crédit Agricole - Cofidis - Boursorama Banque - Banque Populaire

- **Government & corporate:** French government (SIG) - OVH - Total - La Poste - Mappy - Deutsche Telekom - Michelin - Saint-Gobain - Schneider Electric - Groupe SEB

MANAGEMENT TEAM
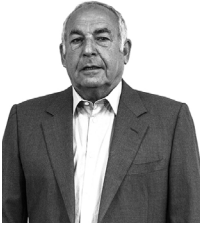
ALAIN F. LLORENS – FOUNDER AND PRESIDENT

Alain is president and founder of AT Internet (Applied Technologies Internet) and one of the pioneers of the European Internet. An economist by trade and with a degree from the Institut des Relations Internationales, Alain is, above all, an entrepreneur. He is also vice-president of the Aquitaine Amorçage investment fund.

MATHIEU LLORENS – CEO

Mathieu joined AT Internet in 2000 and currently serves as the company's CEO. He also teaches at the University of Bordeaux III. Mathieu is a certified professor of contemporary literature and holds a post-graduate degree in information sciences with a specialisation in online audience measurement. He speaks regularly at business schools and at industry conferences.

VINCENT LATASTE – CTO

Vincent holds a degree in software engineering from the University of Bordeaux, and has more than 20 years of experience in project management, of which 10 were spent at the Bouygues group. A consistent theme throughout his career has been ensuring the connection between technical services and internal and external users, whether through pure project management, business support for IT projects, or functional testing phases. Vincent has been part of the AT Internet team for more than 7 years, initially as a project coordinator, then as Deputy CTO, before becoming CTO in 2015 and taking over responsibilities for the entire division.

CYRIL MAZEAU – CHIEF FINANCIAL & ADMINISTRATIVE OFFICER

Cyril is currently head of Finance, Legal and Human Resources at AT Internet. Prior to joining the Internet industry, Cyril worked at the French Embassy in Madrid, in financial advisory services in Paris and at the EVCA (European Private Equity & Venture Capital Association) in Brussels. Cyril graduated from the Institute of Political Science and holds a post-graduate degree in Community Law from the University of Bordeaux, and obtained his MBA in 2006 from the Instituto de Empresa in Madrid.

JEAN-BAPTISTE ROUX – VICE PRESIDENT OF SALES

Before joining the digital industry, Jean-Baptiste held several sales, marketing and profit centre management positions in an international environment, across different fields including IT, mobile telecommunications, broadcast media (radio and TV) and electronics. Jean-Baptiste holds a degree from the Ecole Supérieure du Commerce Extérieur (international business school) and counts more than 20 years of experience working in sales and marketing for high-tech products and services on an international level.

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