



AT INTERNET  
Online Intelligence Solutions

Press release – Munich, July 8<sup>th</sup> 2013

## Improved online results through more effective TV advertising:

### AT Internet and wywy team up for real-time tracking of TV-generated web transactions

- Combining online and offline: real-time TV commercial tracking enables optimized multi-channel advertising campaign scheduling.
- AT Internet, the web analytics expert, now uses wywy's real-time TV spot recognition to track the online impact of TV spots even if the time at which the spot was aired is previously unknown.

Advertisers are aware of the problem: TV advertising is effective, but unfortunately also very expensive. As a rule of thumb, the effect of a TV campaign can only be evaluated after a period of some weeks. However, the first few minutes after a TV spot has been broadcast are crucial to understanding whether potential customers visit a website, especially for e-commerce companies. Advertisers can address this issue by tracking users of their website the instant their TV commercial is aired. The unique collaboration between AT Internet ([www.atinternet.com](http://www.atinternet.com)), a leading European provider of web analytics and the second screen experts at wywy ([www.wywy.com](http://www.wywy.com)) now makes this method of immediately and tracking TV-generated website activity possible

#### **Real-time recognition for real-time tracking - no "ifs" "ands" or "buts"**

The solution: AT Internet uses the 'LiveAd Analyze' solution from Munich-based startup wywy. The Automatic Content Recognition (ACR) technology contained in wywy's LiveAd Analyze detects when a TV spot has been broadcast and sends this information in real-time to AT Internet's web analytics tool, Analyzer III. "Analyzer III" measures and compares clicks, customer paths as well as search engine queries, brand traffic and direct traffic. Socio-demographic data such as the origin of the users is also collected. Conversions and sales are compared to calculate the ROI for the analysis. The result is an accurate and immediate evaluation of the effect of a TV spot.

#### **Companies can benefit from TV tracking in several ways**

This evaluation pays off for companies, as TV and online are the 1<sup>st</sup> and 2<sup>nd</sup> largest advertising channels in Germany, respectively. . According to the Bundesverband Digitale Wirtschaft (Federal Association of Digital Economy) both channels combined account for approximately 60 percent of all advertising. However, even though there are very accurate methods available to measure the effect of online campaigns, there are far less possibilities to measure the effectiveness of TV advertisements immediately. Using the real-time data that is now available thanks to AT Internet and wywy, it is possible to compare both online and offline marketing actions instantaneously. With this information at hand, companies can make short term agile decisions, helping them answer the question of which channels should be added to the marketing mix. In this way, multi-channel marketing campaigns become more effective and therefore more predictable.

#### **Launch: windeln.de as a test project**

The first client to benefit from the collaboration was windeln.de, a leading European ecommerce retailer for baby products, which was founded in 2011. As is the case for many startups, the company's success depends heavily on TV ads. To use available resources in the most effective way and to avoid costly losses, the online store uses the new tracking provided by AT Internet and wywy.

Oliver Zenglein, Head of Marketing at [windeln.de](http://windeln.de) is convinced by the benefits of the new tool: "*With AT Internet's analysis we are continuously optimising our marketing mix. We no longer have to speculate whether our TV spot has been broadcast at the scheduled time. We can calculate the ROI of individual TV spots more precisely and adjust the media scheduling accordingly.*"

Frank Piotraschke, Country Manager DACH at AT Internet, adds: *"Thanks to the integration of wywy we can see the effect of TV commercials even when broadcast times have shifted or advertising schedules are missing. With this cooperation we have extended our platform with real-time TV data to help customers optimise their marketing scheduling. This saves both time and money."*

*"Wywy's real-time recognition of TV advertising offers many possibilities. Our first product, 'LiveAd Flash' enabled the synchronization of TV and online campaigns. With LiveAd Analyze advertisers can now also evaluate the impact of TV campaigns in real time"* explains Eric St. Gemme, Business Development Manager of wywy. He goes on to say that *"we are pleased to have a leading player like AT Internet as our first partner for our product LiveAd Analyze."*

#### **About AT Internet**

AT INTERNET – “AGILE BUSINESS DECISIONS“

AT Internet, a major player in the field of Web Analytics since 1995, helps companies drive their online performance and optimise their presence on all online marketing channels such as web and mobile sites, applications, e-CRM, social media etc. The company's Online Intelligence solutions provide reliable, valid, complete decision-making data. AT Internet has placed agility at the heart of its innovation process to provide its clients with an evolutionary and 100% modular solution that responds to the challenges faced by companies today. The strength of AT Internet's technology and the quality of its customer relations are recognised worldwide. AT Internet has more than 3,500 clients all over the world from all sectors. The company, which has more than 150 employees, is present in 20 different countries through its subsidiaries and partners.

Further information: [www.atinternet.com](http://www.atinternet.com)

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#### **About wywy**

wywy ([www.wywy.com](http://www.wywy.com)) is the specialist in the automatic detection and synchronization of TV content. Wywy technology uses applications that run simultaneously to TV programmes in real time. This offers new possibilities for interaction in the growing market of second screen applications. Audiences can get additional information on their smartphones or tablets about the TV programme they are currently watching, and users are also able to communicate on the programme they are watching as well as buy items seen on TV. wywy was named startup of the year in 2012 by the online magazine [German-startups.de](http://German-startups.de).

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