



## Case Study: Sleeknote

Piwik was seamlessly integrated with all the elements of the Sleeknote toolkit designed for quality lead generation. Securely hosted on the company's optimised and upgraded infrastructure, the analytics platform works at full speed and at all times.

## WHO

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Sleeknote is a Danish startup founded in early 2014 to support businesses requiring quality lead generation. Their SaaS product allows easy creation of appealing and responsive sign-up forms and pop-up windows for efficient, yet unintrusive conversion of visitors in different media channels. The toolkit helps companies expand their customer database, grow email subscribers lists, improve social reach, and promote deals. Sleeknote integrates with all major websites and e-commerce platforms as well as email-marketing software. Despite being a relatively new business, the tool has been deployed by a wide range of clients, including some of the most renowned Danish brands.



## WHY

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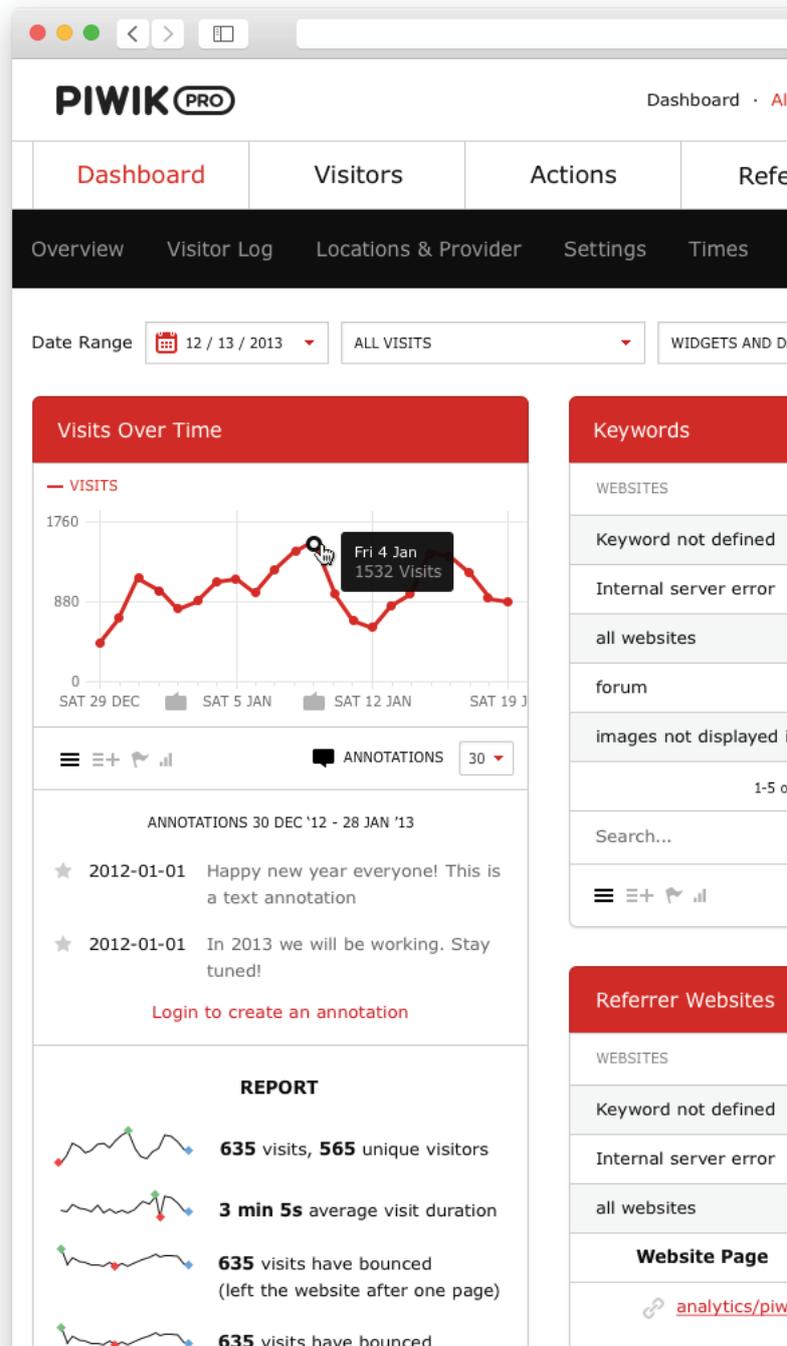
Robust analytics software is a must for measuring lead-generation efforts. It is vital to tracking conversion rates or running A/B split tests to remove any guesswork and make data-driven decisions. Sleeknote needed to provide clients with clear insights on performance of boxes they used and the overall impact of the toolkit. The company looked for a self-hosted system that would work with their JavaScript-enabled forms and could grow with their product. Sleeknote wanted to make sure that if new requirements arose, their analytics could be extended accordingly. They chose Piwik for its open **APIs**, **versatility**, and **modifiability**. Although they were satisfied with the overall work of the platform, Sleeknote encountered heavy load-performance issues. Underpowered infrastructure and millions of sessions on a monthly basis impeded smooth operation of Piwik instance.

## SOLUTION

Since Sleeknote lacked internal resources to tackle the setup issue on their own, they decided to enlist experienced consultants. The Piwik PRO Team **analysed the existing setup** problems and **extended Sleeknote's infrastructure** from two to five scalable servers on AWS. All of the company's data was migrated from the old database as part of the upgrade to **the Piwik PRO On-Premises plan**. As the service includes **24/7 monitoring and technical support**, it soon became clear that five servers were still not enough for all the traffic. In order to make their analytics platform stable, Piwik PRO extended Sleeknote's infrastructure to six servers. Owing to the **SLA** that comes with all of the On-Premises plans, all reply times were guaranteed, so Sleeknote's team could schedule work accordingly.

## RESULTS

Piwik was seamlessly integrated with all the elements of the Sleeknote toolkit. Securely hosted on the company's optimised and upgraded infrastructure, Piwik now works at full speed and at all times. All Sleeknote customers are now able to track performance of their pop-up boxes and opt-in forms in order to validate the value added to their websites. Both Sleeknote and its users enjoy full control over their data and can create custom reports easily, whenever they are needed.



*Sleeknote is a SaaS platform letting you add content - such as sign-up forms or pop-up boxes - directly to the website. We needed a robust analytics tool to be able to track how each element performs, what the overall impact of the Sleeknote tool is, how it affects an e-commerce shop, and so on. That's where Piwik came in. We have millions of sessions each month, so we had to make sure that the setup could handle that kind of load. As we needed experienced Piwik specialists, we asked Piwik PRO to help us with the setup.*

*I would most surely recommend Piwik to others, not only to use it as an extension for a SaaS product, but also as a replacement for Google Analytics on a regular website, as its reporting is more extensive.*

**Patrick Moog, CTO & Co-Founder, Sleeknote**

## ABOUT US

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Piwik PRO provides cloud hosting and professional analytics consultancy for users of Piwik.org, the open source web analytics platform.

We have created, implemented, and maintained a wide range of customised solutions for clients of all shapes and sizes.

We have 30+ staff members at Piwik PRO, including Piwik core team members, resourceful administrators, highly skilled developers, creative designers, and our approachable sales, customer service and management team.

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