



Case Study: Spotzer

Spotzer utilized Piwik PRO's custom development and support services to help them provide custom and robust analytics services to 20,000 sites.

WHO

Spotzer provides integrated digital marketing services to small and local businesses across Europe, the Americas, and Asia Pacific, and supports some of the world's largest yellow page publishers and newspaper groups. Spotzer's main areas of activity include building an online presence across web and mobile sites, premium SEO services, search advertising, custom photography and content creation, as well as taking care of customer relations via social media. Over the years, Spotzer has developed a full portfolio of best practices that focus on providing their clients with a suite of tools and technologies, including a fully integrated reporting solution.



WHY

Robust analytics is critical to the digital marketing industry. As Spotzer delivers a variety of web and mobile products, paid search and other services, they needed a versatile system that would work well with all the different solution formats developed for their clients. Spotzer was using a pre-existing system to generate and manage a multiplicity of microsites, yellow pages and listings, so they required a tool that would collate data across all these channels in order to generate bespoke reports. However, collecting and processing data for over 20k sites was taking too much time, and subsequently depriving Spotzer of vital global insights. In addition, producing quality photography and video aimed at driving conversions also meant that the company required a system that would offer advanced options for tracking the performance of audiovisual content. Apart from custom development, Spotzer also inquired about safe hosting plans that included both monitoring and maintenance services.

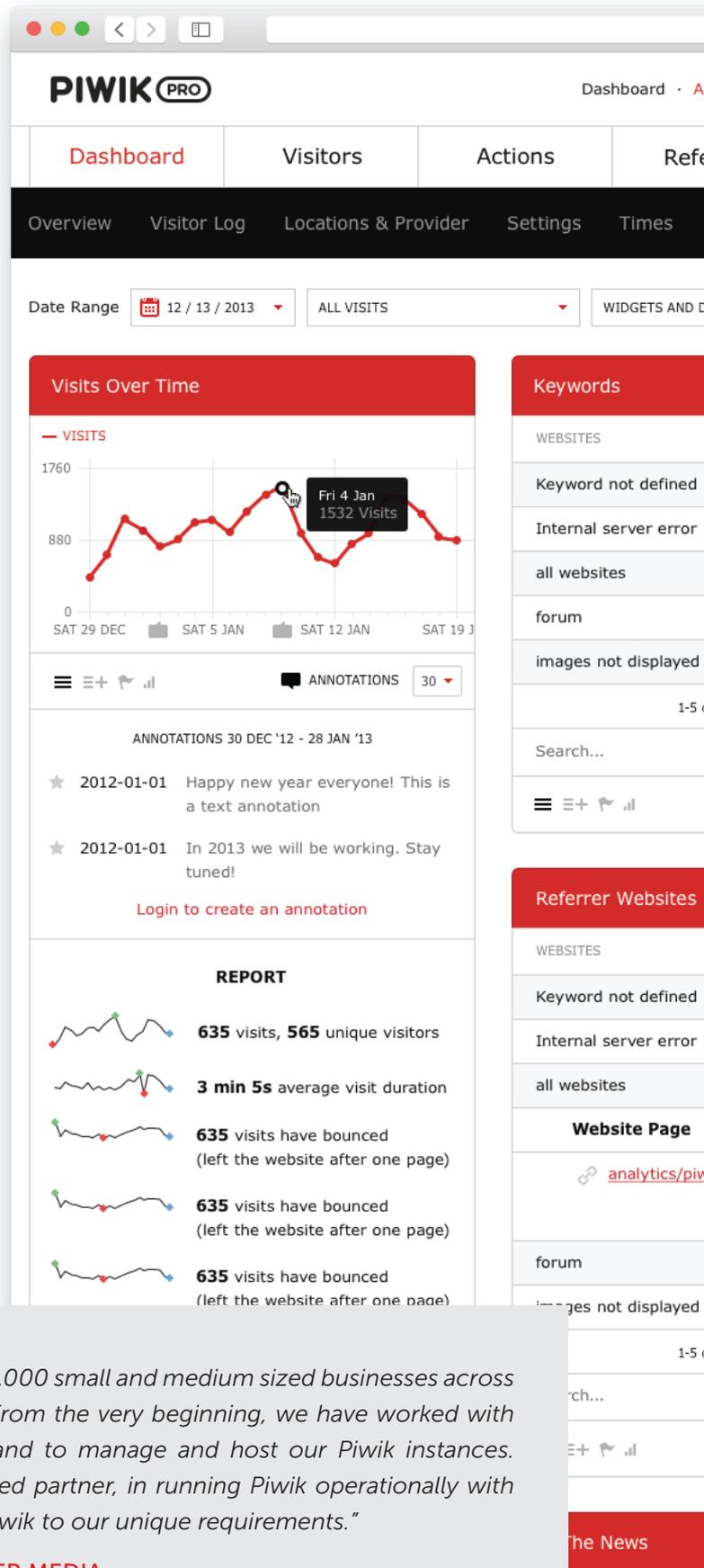


SOLUTION

After looking for a solution that would work well with a variety of formats, Spotzer decided to go for Piwik analytics as it is built to allow easy integration and extension with plugins. The company used Piwik PRO's Enterprise service, which included assistance with setting up a redundant infrastructure, scaling the platform to handle high traffic, and customising the configuration setup to help the company get the most out of their platform. The Piwik PRO Team also developed a custom plugin to include advanced tracking options for video .

RESULTS

Piwik was seamlessly integrated into Spotzer's system and their data is safely collected and stored on the Piwik Cloud servers. Despite using a hosting plan, the company's data is not shared with any third parties and their users' privacy is protected. All of Spotzer's clients are equipped with a robust analytics tool that provides them with valuable insights, video tracking options, as well as fast performance, even with high volumes of traffic. The company can now also receive a clear overview of the data from the 1000+ sites and accounts they manage. The Piwik PRO Team has since provided the company with 24/7 monitoring, server administration, regular software upgrades, and technical support.



"We provide onsite marketing solutions to over 20,000 small and medium sized businesses across the globe. All of the analytics are run on Piwik. From the very beginning, we have worked with Piwik PRO to develop custom Piwik solutions and to manage and host our Piwik instances. Piwik PRO have proven themselves to be a trusted partner, in running Piwik operationally with maximum uptime and being able to customize Piwik to our unique requirements."

DAVID OSBORN IT PROJECT MANAGER, SPOTZER MEDIA

ABOUT PIWIK PRO

Piwik PRO is a cloud hosting and enterprise analytics consultancy from the creators of Piwik.org, the open source web analytics platform. The core services – Piwik Cloud and Piwik Enterprise - help clients host their own Piwik platform, customise it and discover more features and functions.

The Piwik PRO Team have created, implemented, and maintained a wide range of customised solutions for clients of all shapes and sizes.

The Piwik PRO staff include Piwik core team members, resourceful administrators, highly skilled developers, creative designers, as well as approachable sales, customer service and management team.

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