

Searchmetrics partners with AT Internet to spearhead market entry into France

Integrated digital marketing dashboard provides web, mobile social media and now SEO metrics

Paris, France - 31 May 2011 - Search analytics software specialist, Searchmetrics, is supporting its expansion into France by partnering with the country's leading enterprise level, web, mobile and social media monitoring and analytics provider, AT Internet.

As part of the pan European partnership, which is initially focused in France, the two companies have integrated their products to enable key Search Engine Optimisation (SEO) performance data from [Searchmetrics](#) to be accessible within [AT Internet's](#) online software.

Mathieu Llorens, CEO of AT Internet said: "Our integration with Searchmetrics means customers can see a dashboard view of their search engine performance data – including up to date keyword rankings, search volumes and a variety of SEO scores – along with the wider online marketing analytics information we provide on our platform.

"This joined up view of web, mobile, social media and now SEO metrics means digital marketers can view all their important data in one place, making for faster, better decisions."

Searchmetrics, which is headquartered in Germany, and has a growing presence in the US and UK, has recently opened an office in Paris. Its partnership with AT Internet includes a programme of joint sales and marketing activity, kicking off with taking a joint booth at Search Marketing Expo in Paris ([SMX Paris](#) 6th & 7th June 2011 – Les Salons Hoche). The two companies will be running a number of special show promotions, including a 50 per cent off discount for a three month licence for their integrated product, AT Connect Searchmetrics.

Horst Joepen, CEO of Searchmetrics said: "This partnership is the perfect foundation to help us launch Searchmetrics in France and build a successful presence. AT Internet is an established, well respected supplier of high quality, enterprise level web

monitoring and analytics data. Our products are complementary, which means the partnership makes sense for both companies and for customers.”

Both AT Internet and Searchmetrics deliver their analytics and measurement data to customers as Software as a Service (SaaS) offerings. AT Internet’s solutions are designed to help customers measure, monitor and analyse their web sites and support their digital marketing. The company has its head office in France with offices in Germany, UK, Spain, Canada and a presence in other countries through partnerships.

Searchmetrics’ search analytics service is designed to help enterprise SEO professionals and online marketers maximise their organic and paid search marketing campaigns. It automates many aspects of SEO analysis, monitoring and reporting, enabling better, smarter decisions about where and how to invest search budgets to attain top positions within the popular search engines.

Investors in Searchmetrics include Paris-based Iris Capital, a pan-European growth capital fund manager specialising in media, communication and IT; leading European venture capital firm Neuhaus Partners; and Holtzbrinck publishing group,

About AT Internet

AT Internet is a leading Independent web and mobile analytics solution provider, established in 1995 and with offices in 9 countries internationally. AT Internet prides itself on its customer centric approach and is able to boast 3,500 clients many of whom are widely recognised brands.

Currently measuring 350,000 websites, AT Internet has several awards and distinctions to its name. These distinctions underpin AT Internets core values of trust and integrity.

AT Internet offers a robust and reliable best of breed SaaS web and mobile analytics platform and partners with industry leaders to offer a complete solution to enhance your marketing intelligence and business effectiveness

For more information, please visit: www.atinternet.com or use the following telephone numbers:

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About Searchmetrics

Searchmetrics is the global expert in search analytics software, empowering marketers to increase visibility and market share on the world’s leading search engines. We create value by providing the best quality data. Searchmetrics’ robust SEO tool includes access to one of the largest, freshest online databases of 25 million keywords/55 million domains and 90 search engine/country combinations. Clients and



Your Web Intelligence

partners worldwide rely on Searchmetrics to maximize return from SEO investments with actionable insights that help better manage, improve and scale SEO campaigns.

Headquartered in Berlin, with subsidiaries and offices in New York, London and Paris, the company delivers real web intelligence to a growing international customer base. You can connect to Searchmetrics on Twitter @Searchmetrics or on Facebook at www.facebook.com/Searchmetrics. For more information, please visit: www.searchmetrics.com.