

Digital Experience Management



4 Ekara Benchmark



Market positioning Benchmarking of customer and competitor offers Comparison of web and mobile

46% of visitors who don't get an adequate response from a website switch to a competitor's site, and 33% of them will not come back. - Source: Jupiter Research



Your issues and needs

- Do you have doubts about your digital positioning with respect to your competitors?
- Are you losing market share in the digital channel?
- Is your SEO unsatisfactory?
- Have you noticed high latency in certain geographical areas?

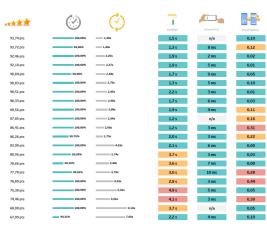
Position your digital maturity with respect to your competitors

Situate the performance of your websites against a competitor baseline in every environment (desktop, mobile, and tablet).

Deliverables



Customer benchmarks Competitor benchmarks



Core Web Vitals

LCP FID CLS

CRUSHOLDER FRONT FRON

See where you stand in comparison to competitors, based on factual elements

Challenge your teams to become "best in class"

Determine areas for improvement and optimization

Identify successful projects and replicate them throughout your organization

Track trends and raise awareness about the importance of web performance

Business case: a media group



The context

The Marketing division of a major media group wanted to know about the quality of experience that the group's publications delivered to users. Mobile usage was becoming predominant among audiences. Which metrics should be monitored in this fast-evolving context?



Our assistance

- Presentation and selection of relevant KPIs, including Google Core Web Vitals (LCP, FID and CLS).
- The group's publications benchmarked against those of global leaders. Both mobile and desktop were taken into consideration. Expert analysis of the results of the benchmark led to recommendations for each publication under study.



The situation

Uncertainty about the how the websites were performing with respect to the world leaders in the industry.



The benefits

Factual data about the position of the media group's publications. Quick win actions to improve performance without a full website overhaul. Proposals for a more general renovation of the website in the mediumterm.



An overhaul of websites and applications resulted in audience growth of 137%. Fee-based digital offers now account for 40% of online articles. There was a fourfold rise in income from digital products.

A complete range of consulting services

A full-spectrum portfolio of consulting services to meet your Digital Experience Management requirements.

Ekara 360°

Data visualization Elaborate your business/IT/network dashboards Structure your DEM1 cockpit Enhance the value of your UX data

Ekara XLAs

Build your service level agreements Set up a service cockpit Assistance with defining KPIs/XLAs Organize Digital Quality Management

Ekara Advisory Ensure the success of your migrations

(Move2Cloud, replatforming, etc.) Improve your IT performance Validate your technological choices Optimize your IT costs (TCO, ROI) Diagnose and troubleshoot IT problems

> Ekara Benchmark Benchmark customer and competitor offers

Ekara 360 360 کے



- ¹ Digital Experience Management
- ² Continuous Integration/Continuous Deployment

Ekara Web **Performance**

Audit website performance Optimize your frontend Measure Google Core Web Vitals

Ekara Ops Automate renetitive IT tasks Support DevOps & agile processes Promote CI/CD² practices

Ekara Managed Services

Secure the transition of UX operations Outsource UX measurement Integrate the Ekara platform Ensure operational upkeep of UX monitoring

Ekara Load Test

Test your platform to the limit (business software, mobile apps)

Ekara by ip-label: Customers in 25+ countries. 10 billion data items analyzed daily. A global measurement network. Certified ISO 9001:2015. A network of certified partners. A trusted third party.

