



# Case Study

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#### **COMPANY:**

IAC’s network of more than 50 sites ranks as the 8<sup>th</sup> largest in the world with more than 196 million unique visitors across more than 30 countries. (Source: comScore May 2009) With brands including Match.com, Ask.com, Evite and Citysearch, IAC has been ranked by Fortune as one of the world’s most admired companies for the last four years.

#### **CHALLENGE:**

IAC needed a mobile analytics partner that could provide accurate and rich information to help the company really understand the fast-growing mobile market. They needed a solution that was flexible enough to provide insight that could drive product vision and increased engagement across their suite of mobile sites and applications.

#### **SOLUTION:**

IAC integrated Motally on one of their sites, CollegeHumor.com, the #1 comedy site on the internet, and is considering streamlining Motally’s analytics solutions across their mobile sites and applications.

#### **RESULTS:**

- Identified a platform with the flexibility to work effectively across their mobile offerings
- Increased both the accuracy and depth of information on mobile users and the behaviors that these users exhibit when using IAC’s mobile applications
- Developed a repository of rich mobile intelligence to guide product direction and vision
- Helped IAC understand how changes in CollegeHumor.com, the first site in IAC’s mobile suite to integrate Motally, saw a double-digit percentage increase in monthly page views



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#### **Cross Platform Consistency**

IAC’s numerous mobile offerings meant many different ways of tracking mobile visitors. But there were key advantages to moving to a consistent platform: a greater understanding of mobile users’ behavior across sites, and the ability to gain composite and competitively advantageous insight into how this fast-growing category is evolving. With a common platform, IAC can also better understand and compare differences from mobile site to mobile site. IAC was attracted to Motally’s flexibility. With Motally’s flexible tracking, presentation, and API, one solution can deliver rich mobile intelligence across their suite of mobile sites and applications.

#### **Data You Can Have Faith In**

Prior to Motally, IAC didn’t fully understand the underlying rationale behind the fluctuations in mobile usage. So, when evaluating solutions, IAC focused on identifying highly accurate methodology. They found this in Motally. Howard Steinberg, IAC’s Director of Business Development for Mobile explains, “Because the data could affect the products we put in the market, it’s absolutely vital that we can count on the data we are getting from our analytics. Motally is a solution that really works. You can definitely have faith in the metrics.”

#### **Not Just Data, Actionable Data**

“We’ve been real happy with the results,” says Howard. “It’s not only the depth of metrics and the breath of metrics—and Motally stands out for both—but the actionability of the data.” Through Motally, IAC is gathering a deep repository of information that they will use to increase visitor engagement and, ultimately, to guide product development. “We’re finding that the data we receive from Motally is particularly useful,” explains Howard. “It really has enabled us to get a sense of what we’re doing right and what we’re doing wrong. We’re going to be able to tell when users are satisfied or frustrated, and use this to hone in on features and functions that increase engagement—and ultimately increase revenue.”

#### **A Reputation for Leadership**

Motally’s reputation preceded them. “We’d heard great things about Motally,” says Howard. “Right from the get-go I was very impressed. Web analytics solutions have been around for years, but the mobile analytics market is new. Motally does a great job of bringing mobile analytics to the next level.”

#### **An Improved Competitive Position**

The insight that Motally provides helps guide IAC in improving the CollegeHumor.com site. For example, the company was able to understand how a recent UI upgrade and functionality enhancements led to a double-digit percentage increase in monthly page views for mobile visitors. As Howard says, this helps the company think about how to “keep the needle moving in that direction. Ultimately this allows us to be more competitive, and really understand how users are interacting with our application and what they are doing there.”

#### **A Dashboard View of the Mobile Market**

IAC found that Motally’s dashboards were well-designed and easy to use. “We really like having an online dashboard with trusted metrics that delivers a daily report card from our users,” says Howard. “Our users tell us what they like, don’t like, what they’re going to do next, and when they’re coming back—all through Motally.” IAC has grown to count on these metrics on a regular basis to identify where they are succeeding and where they need to improve.

#### **Effortless Integration**

One of the reasons IAC chose Motally was because of its ease of integration. As expected, the process was very simple and easy for IAC. Howard explains, “you simply cut and paste a small snippet of code and Motally is up and running.”

#### **An Attentive Partner**

Working with Motally “has been great,” according to Howard. “The team has been incredibly responsive and they’re there when we need them. The team is dedicated and very experienced, and they have a lot of attention to detail. We have a lot of confidence in what Motally brings to the table and believe Motally is a long term partner for IAC.”

#### **An Easy Business Decision**

The decision to integrate Motally wasn’t a difficult business decision for IAC to make. “It was really a no-brainer,” says Howard.



Motally, Inc  
300 Brannan St, Suite 410  
San Francisco, CA 94107  
415.932.6898  
www.motally.com

Motally is a mobile-analytics provider dedicated to helping mobile web publishers and application developers understand their users, maximize ROI, and optimize product offerings in one common interface. The company is backed by BlueRun Ventures and Ron Conway, a leading angel investor.