

## Solocal is adding Artificial Intelligence to its Big Data platform in partnership with Google Cloud

*An alliance that helps all companies enhance the performance of their digital advertising and boost their growth*

### Solocal at the heart of Big Data

**2.4 billion**

visits on

Solocal's websites in 2017

**450 To**

of data in Solocal's clusters

### Solocal's Big Data – boosting customer performance and user experience

Every minute, internet users seek professionals located in their area. Human analysis can no longer cope with this exponential growth of local enquiries in France. Indeed, how can such a large volume of data be studied live and simultaneously with an ultra-precise geolocalised approach? And how can we help millions of professionals, in all sectors of activities and in companies of all sizes, from craftsmen to large accounts, to ensure they are visible to their prospects and customers and enjoy tangible benefits, from the click on their digital campaign to the identification of internet users visiting their stores? Thanks to its Big Data platform, Solocal is able to take up these two challenges.

With its extensive, real-time analytical capacity, this platform provides precise hyper-local information on all the enquiries and allows the most relevant media exposure to be chosen for each advertising campaign immediately. Applied to Solocal's business, artificial intelligence considerably increases the return on investment of its customer campaigns by defining their bespoke target audience and publishing customised content. By choosing Google Cloud, Solocal offers its customers the chance to improve their performance:

- **Optimising their campaigns by targeting visitors more efficiently, adapting customisation to the needs of internet users and the activities of companies, and selecting the most appropriate media exposure** thanks to an even deeper and faster analysis of their large volumes of data;
- **Offering real-time, fully transparent displays of the performance** of digital services to which they have subscribed;

- **Fine-tuning the analysis of audiences using the services of PagesJaunes and Mappy in order to understand and predict the behaviour of internet users and thus enhance their experience by providing more relevant lists of answers.** By drawing on Google Cloud, Solocal teams optimise the time previously allocated to managing infrastructures and processing/ storing data in order to focus on exploring and analysing this data so as to make the most of it and develop efficient offers for the benefit of companies and internet/mobile users.

The Google Cloud Platform was chosen for both technological and strategic reasons. The platform is scalable, renowned for its open source system, in particular capacities offered by Kubernetes and its safety reputation. It benefits from the support of Google Cloud teams locally and especially from all the efforts that Google Cloud has placed into innovation. Moreover, it optimises IT costs and allows the native integration of Google's advertising solutions, ultimately making it easier to closely monitor the performance of Solocal's customer campaigns.

"Entering into this partnership with Google Cloud follows on from the agreement initiated in 2013 and takes us to a new stage in which we shall strengthen our value proposition for very small and medium-sized enterprises and major accounts. After the first conclusive tests carried out over the past few years, we are focusing our efforts and organisation on the challenges of Big Data and Artificial Intelligence. This focus on R&D allows us to process ever-increasing volumes of data, to further customise each digital campaign we conduct for our customers and optimise the performance of their local advertising thanks to the study of machine learning algorithms ", **says Arnaud Defrenne, Director of R&D at Solocal.**



*"We are delighted to support Solocal's teams and to enable them to enhance their customer experience and performance by drawing on our expertise in data analysis and machine learning. Solocal's action clearly shows the added-value potential of these technologies", says Bastien Legras, Technical Director of Google Cloud.*

## **Solocal - [www.solocal.com](http://www.solocal.com)**

Solocal aims to become the trusted and local digital partner supporting business companies to accelerate their growth. To succeed in this transformation, it relies on its six key assets some of them being unique in France: media with very high audiences, powerful geolocated data, scalable technological platforms, commercial coverage throughout France, privileged partnerships with GAFAM and numerous talents (experts in data, IT development, digital marketing, etc.). Solocal's activities are structured around two axes. First, a range of "full web & apps" digital services on all devices (PCs, mobiles, tablets and personal assistants), offered in the form of packs and subscriptions, ("Digital Presence", "Digital Advertising", "Digital Website", "Digital Solutions" and "Print to Digital"), and integrating a digital coaching service, to support clients success. Second, flagship owned media (PagesJaunes and Mappy) used daily by Frenchs and offering an enriching and differentiating user experience. With more than 460,000 customers across France and 2.4 billion visits on its media, the Group generated revenues of €756 million in 2017 (under IAS 18), 84% coming from Internet making it one of the leading European players in terms of online advertising revenue. Solocal is listed on Euronext Paris (LOCAL). More information is available at [www.solocalgroup.com](http://www.solocalgroup.com).

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