



XiTi Monitor - the benchmark service from AT Internet - becomes AT Internet Institute

XiTi Monitor, internet behavioural observer of reference with over 350,000 sites audited by AT Internet, **changes its name and rebrands to AT Internet Institute.**

The company regroups its high end services and solutions under one brand, AT Internet, to confirm its goal and vision: to provide quality services allowing its customers to optimise their on line presence.

From XiTi Monitor to AT Internet Institute: a new synergy

In September 2008, XiTi gave way to AT Internet. A new positioning put in place to divide its offer in two: on one side the AT Internet brand for all high end solutions dedicated to Online intelligence, on the other side, free solutions through the XiTi brand.

XiTi Monitor is now changing name to fit with the company's global strategy and to benefit from the **AT Internet brand for all high end solutions.** All the brand traits: experience, quality, innovation and the international vision are now under one roof.

This brand identity reinforces its **web analytics leader position** and helps its brand awareness on the French market as well as the international one.

The AT Internet Institute: a knowhow recognised by all professionals in the industry

Web trend analysis actor of reference for the past 5 years, XiTi Monitor is renowned for its knowhow and its brand awareness.

The AT Internet Institute's ambition is to offer a **high quality of service adapted to web professionals specific needs.**

Beyond published studies on its site; the AT Internet Institute offers a wide range of studies based on its **know-how and the reliability of the data measured.** These can be divided in 3 types of studies:

- Online Market Study: with a la carte analysis to define specific web activity.
- Online Website Study : to analyse web site performance analysis.
- Online Activity Barometer : a monthly report to check web site performances compared with competition (site, specific activity and the overall internet vision) on a pre defined indicator list.



About AT Internet : www.atinternet.com

AT Internet is an independent and trustworthy company that enables an integral analysis of websites, intranet and mobile sites. It has provided real time, Online Intelligence Solutions since 1995. Thanks to its technology and integrity, it has enabled Web Analytics to evolve into decision making solutions: Online Intelligence systems.

Its unique solution relies on a robust and reliable technological platform. By creating useful information, it facilitates the work of the different functions in your company to stay focused on performance.

Data collected and analysed are varied and cost effective. They offer a centralised vision of your on line performance for people directly or indirectly involved in the internet strategy.

Thanks to the many audited web sites (more than 350.000), it also allows studies to be published for exclusive and reliable benchmark data.

Press Contacts

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