



AT Internet's Analyzer NX achieves 2-Star ABCe Accreditation

Web analytics provider gains recognition for data collection methods of two metrics: Unique Browsers and Page Impressions

Bordeaux, 20th July 2010 – **AT Internet**, a leading International web, mobile and social media analytics company announces its 2-star ABCe accreditation for its web analytics product Analyzer NX.

ABCe provides independent auditing and certification of a wide range of digital media including the accreditation of software, systems and solutions. Owned by the media industry in the UK & Ireland, ABCe independently verifies and reports on media performance, providing standardisation of metrics across print, events, digital and evolving platforms.

There are two levels of accreditation issued by ABCe. The first, '1-star' is an associate subscriber scheme which encourages suppliers to the digital industry to support industry-agreed standards. The second, '2-star' accreditation level is gained once the member company has successfully delivered auditable data [for a client] completing an ABCe audit to industry agreed standards and publishing an ABCe audit certificate.

"We are delighted to have gained a further endorsement for the AT Internet technology. Data quality is one of our core values and being accredited by ABCe helps us to prove just how seriously we take it." said Nicolas Babin, Chief Operating Officer at AT Internet.

Richard Foan, MD ABCe comments "As an industry-owned organisation, ABCe's primary role is to facilitate the development of industry wide best practices and to ensure the compliance of suppliers to those standards. ABCe welcomes the commitment of its member companies in adopting industry-agreed best practice for the benefit of their own organisations as well as the industry as a whole. We are delighted that AT Internet has joined our ever growing list of accredited suppliers."

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About AT Internet / Company profile

AT Internet is a leading independent Web and mobile analytics solution provider, established in 1995 and with offices in 10 countries worldwide. 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 Web sites, AT Internet has several awards and distinctions to its name including the 2009 Platinum Distinction for European Seal of E-Excellence 2009 awarded at CeBIT in Hannover, 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.

www.atinternet.com



AT INTERNET

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