

PIWIK PRO

Swile

**gained a clearer understanding
of their conversion rates and
user journeys thanks
to Piwik PRO Analytics Suite**



[Swile](#) is a French leader in innovative employee benefits solutions, including meal and gift vouchers, as well as corporate travel services. With a presence in France and Brazil, Swile aims to enhance the full employee experience, encompassing everything from booking hotels to car rentals. The company has nearly 1,000 employees, with a dedicated marketing team that includes a subteam responsible for analytics and web development.

Finding a GDPR-compliant and user-friendly analytics platform

Swile was looking for an analytics platform that would operate in compliance with GDPR and CNIL guidelines. Also, the fact that Google planned to retire Universal Analytics (UA), the product they were currently using, and replace it with the much less intuitive GA4, which they had concerns about, complicated the matter. They wanted a platform with a low learning curve to ensure they could easily get answers to all important questions about their business.

After years of successfully using UA, Swile initiated a thorough evaluation process to find a privacy-compliant analytics platform. An external agency audited their tech stack and recommended three potential solutions: GA4, Piwik PRO, and AT Internet (now Piano Analytics). Compliance with GDPR and other privacy regulations was the most important factor in their evaluation, followed by product features and pricing.

swile

Industry: Employee benefits

Locations: France and Brazil

Highlights:

- Full compliance with GDPR and CNIL requirements, including tracking users who refused cookies.
- Seamless integrations with Google Ads, Google Tag Manager, and Looker Studio that allowed them to maintain their workflows efficiently.
- Precise segmentation of users into clients and prospects that improved conversion tracking.
- Advanced analytics that optimized user experience and enhanced data-driven decision-making.

“I was very comfortable with what Piwik PRO had to offer regarding privacy compliance and the fact that its interface was similar to but better than Universal Analytics. We needed a tool that was compatible with Google’s tools, especially Google Ads and Google Tag Manager. These were the main reasons why we chose Piwik PRO.”



Jérôme Collomb
Head of Digital Strategy at Swile

Swile’s choice of Piwik PRO was driven by its compliance with GDPR and seamless integration capabilities, which aligned perfectly with the company’s requirements. They also liked its user-friendly interface, which enabled an easy transition from the previous analytics platform.

Seamless integrations with great customer support

Implementation of Piwik PRO proved a smooth and efficient process. Swile has found Piwik PRO’s customer support to be highly responsive and effective, assisting with both technical and strategic queries. The active community forum offers an additional resource for the company, facilitating knowledge sharing among users.

“Piwik PRO was very useful, especially from the community forum. Our account manager provided excellent support and very responsive technical expertise. The whole implementation process went smoothly and was a really good experience.”



Jérôme Collomb
Head of Digital Strategy at Swile

Swile required several specific features from their analytics platform, such as compliance with GDPR and CNIL, as well as easy configuration that non-technical team members could handle. Piwik PRO fulfilled both these criteria, ensuring that

the company meets legal requirements without sacrificing data insights thanks to features like anonymous data tracking turned on when visitors decline consent for data collection.

The company also placed strong emphasis on integrations with tools that were already used in the company. Piwik PRO offered integrations with:

- **Google Ads and Google Tag Manager (GTM):** Seamless integration with Google's tools, such as Google Ads and GTM, allowed Swile to maintain their existing workflows without disruption. This integration enabled efficient tracking of marketing campaigns, ensuring accurate measurement of ad performance and user interactions.
- **Looker Studio:** Integration with Looker Studio enabled marketing teams to create comprehensive visual dashboards for regular data reviews and strategic decision-making. This facilitated a deeper understanding of user behavior and campaign performance.

Improving marketing campaign effectiveness

Swile's primary goals for the new platform included tracking standard web analytics metrics such as sessions, users, bounce rates, and conversion rates. The capability to track anonymous data, especially when visitors deny consent, has markedly improved the reliability of their analytics, making it easier to trust and act on the insights.

“Piwik PRO allows us to do everything until the MQL stage, which means being able to report on traffic metrics, such as sessions, users, or bounce rate, but also more business metrics, everything conversion-oriented, acquisitions, and how many visitors are becoming leads, or filling the forms.”



Jérôme Collomb
Head of Digital Strategy at Swile

Advanced analytics played a key role in gaining deeper insights into user behavior, especially user interactions on their website. This helped them identify areas for improvement and optimize the user experience.

“Since we set up Piwik PRO, we have been able to report on conversions precisely. We have been creating dashboards per country, where we apply multiple segments corresponding to our different audiences. Each team has access to its own dashboard, and can monitor performance in detail. By placing events on our main CTAs, we found out that more than 70% of homepage visitors were customers looking to log in to their dashboard to check their remaining credit. We’ve optimized the funnel since then to make it easier.”



Jérôme Collomb
Head of Digital Strategy at Swile

Integrating Google Search Console allowed Swile to build detailed reports on organic traffic and track the number of users from specific channels who interact with sales representatives. This integration has improved the reliability of their conversion tracking, including page views and form submissions.

The company uses Piwik PRO to track form submissions. They do this by using data layer events through Google Tag Manager and sending this data to Piwik PRO. Swile also plans to improve this tracking further by experimenting tests with the forms to optimize for better conversions.

Finally, Piwik PRO enabled Swile to accurately segment users into clients and prospects, addressing a significant challenge they faced with understanding conversion rates. With 75% of website visitors being existing clients primarily logging in to access their dashboards, it was difficult to distinguish between client activity and potential new customer behavior. By tracking all users logging into dashboards using events, Swile could create precise segments and analyze data effectively, showing conversion rates and delivering insights into user journeys.

Piwik PRO deepened Swile's understanding of its customers

Swile's adoption of Piwik PRO has proven to be a smart strategic move that aligns with their privacy-compliant, easy-to-use, and comprehensive analytics goals.

"I look forward to working with Piwik PRO's team on their cookie consent banner. We currently use a consent management tool that we're not super pleased with. Given our satisfaction with Piwik PRO, we'll be thrilled to explore their CMP solution as soon as possible!"



Jérôme Collomb
Head of Digital Strategy at Swile

Piwik PRO has significantly enhanced Swile's data-driven decision-making processes and overall marketing effectiveness by addressing privacy concerns and providing robust support. Thanks to its GDPR compliance and seamless integration capabilities, the integration of Piwik PRO has also significantly enhanced Swile's data accuracy and trust in the insights it gains.