



## **AT Internet selected to support England's bid to host the 2018 FIFA World Cup™**

### ***England 2018 partner with AT Internet to provide actionable web and mobile analytics***

Digital marketing is playing a central role in the communication strategy aimed at garnering global support for England's Bid.

To ensure consistency and maintain a high level of analytic insight throughout the campaign, England 2018 sought a web and mobile analytics solution capable of delivering on their requirements and providing 1st class customer service. AT Internet, a company established in 1995 and now a global player in the web analytics field, demonstrated the most comprehensive and effective solutions.

With market-leading implementation times, a powerful reporting interface, seamless integration of diverse measurement technologies and endless customisation capabilities, AT Internet is providing a range of key tools to generate insight into the traffic evolution within both the web and mobile arenas.

"Driving fans to [www.England2018bid.com](http://www.England2018bid.com) and encouraging them to relay their support across their social networks is a central element of our campaign as we want to demonstrate our passion and engagement with supporters from across the globe. Having reliable intelligence to monitor and optimise our activities will be key to our success. AT Internet's technical capabilities and hands-on customer service are highly valued within the England 2018 bid team. They are proving to be a capable and committed partner" says Jo Vertigan, Head of Digital, England 2018.

"Partnering with England 2018 is a great honour for AT Internet, with the digital strategy being so important to the campaign, we feel privileged to be supporting one of the greatest football nations in its quest to host the World Cup." says Walid Norris, Country Manager UK & Ireland, AT INTERNET.

The contract covers the duration of the bid campaign which culminates in December 2010 when the host country for the 2018 FIFA World Cup™ will be selected by the executive committee of FIFA.

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AT INTERNET

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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 9 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 websites, 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](http://www.atinternet.com)**

#### **Press contact**

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