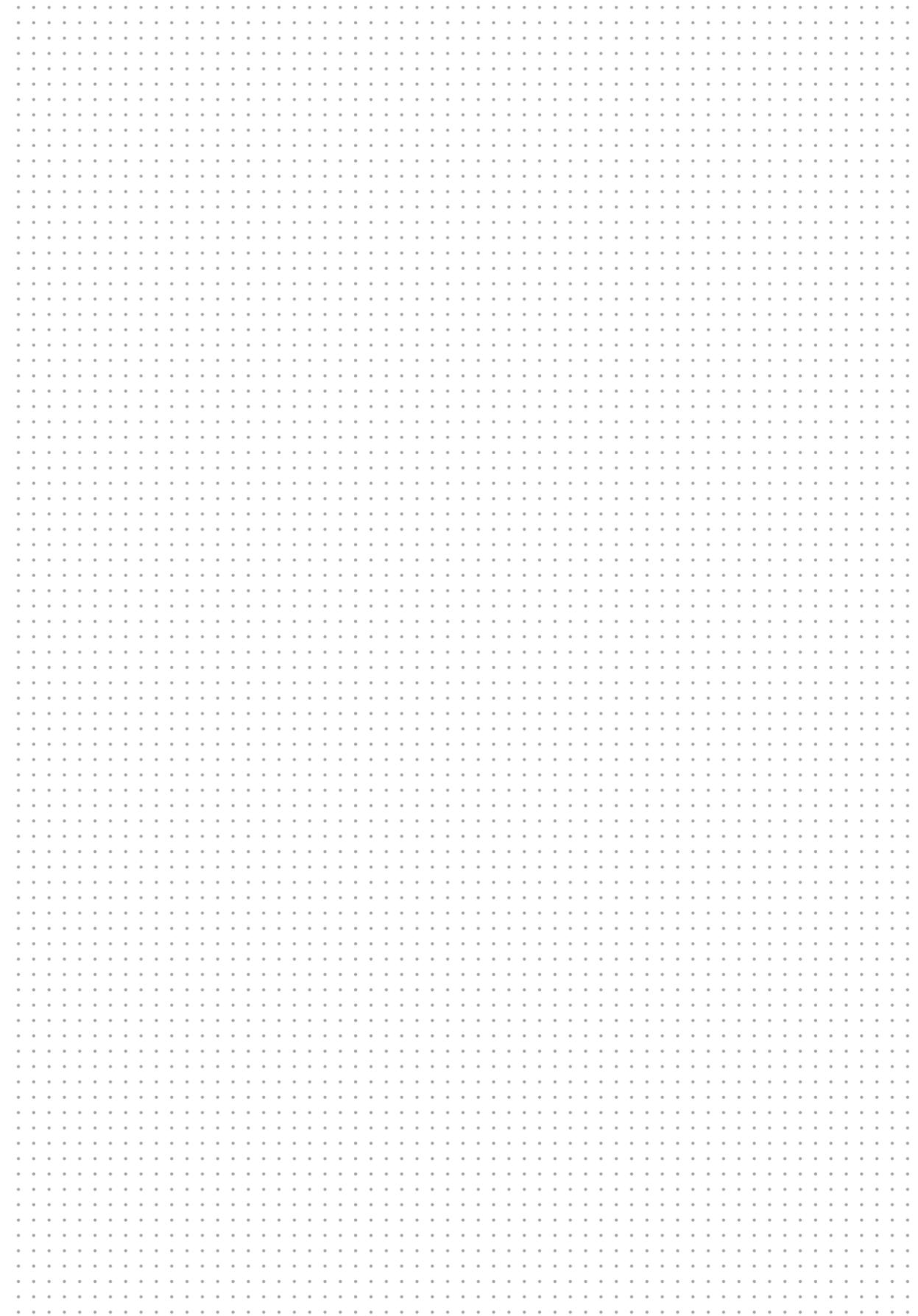


piano | leboncoin

How leboncoin uses Piano Analytics to  
drive data consistency and privacy  
compliance across teams



## Overview

Problem

Solution

Results

leboncoin is a French classified ads website that attracts more than 29 million unique visitors per month. With such huge volumes of online traffic, data analysis is crucial to ensuring the company can deliver relevant experiences to a wide cross-section of people with varied interests.



Overview

**Problem**

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### Data consistency across teams

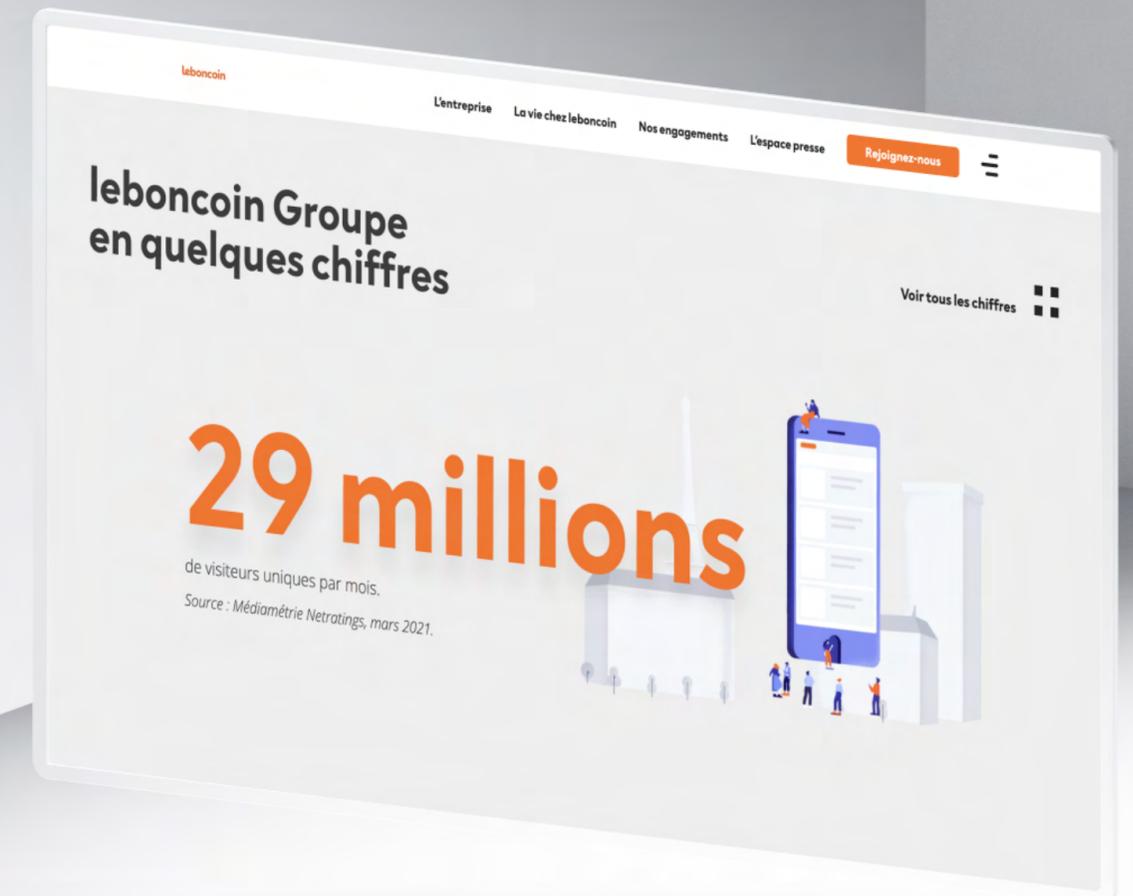
The primary challenge for leboncoin is maintaining data consistency and accuracy across its 70+ strong team of data analysts, scientists, and product analysts who need fast, easy access to reliable data. Doing so allows them to create agile workflows, capitalize on trends in real time, fix bugs, and activate insights quickly.

### Audience segmentation

With 29 million monthly unique visitors, detailed audience analysis and segmentation becomes a herculean task. But understanding their audience and their onsite behavior is critical for personalizing experiences and ensuring leboncoin can meet the changing needs of its customers.

### Privacy compliance

Finally, as a French company, leboncoin has to ensure its data and analytics remain compliant with the GDPR and other European data privacy laws.



Overview

Piano Analytics helps leboncoin build a data-driven organization in a number of ways.

Problem

#### **Real-time data sharing**

leboncoin uses the Data Flow feature to process and share the company's vast quantity of data with everyone on the data team. Data Flow supports near-real-time export, with a live data feed that refreshes every 30 minutes to ensure that everything the data team manages, from developing machine learning models to informing product strategy decisions, is informed by a single source of truth.

**Solution**

#### **Deep data mining and audience segmentation**

To improve the team's ability to segment and understand its large online audience, leboncoin takes full advantage of Piano Analytics' front-end tracking capabilities—analyzing funnel navigations, pageviews and click rates in DataQuery.

The granularity of the data gives them an advanced understanding of the site's performance which they can segment in any number of ways to get the specific report or analysis that they need.

Data Query also allows them to map their main customer personas and behavior by going deeper into their user profiles that visit the site. From there, leboncoin can automate their tracking based on user categories, such as Deal-hunters, Professionals, Occasional shoppers, etc. This gives them a comprehensive view of their customers and allows for more effective targeting.

With Piano Analytics dashboards, they also monitor performance when launching new features. Rapid before vs. after dashboard analysis speeds up decision-making as they can visualize the potential benefits of the feature and plan its roll-out.

#### **GDPR compliance**

Data privacy is incredibly important for leboncoin and with a growing number of regulations restricting how customer data can be collected and processed, it's critical that they have an analytics solution that helps them meet the necessary privacy requirements.

Results

## TRANSPARENCY

Piano Analytics provides full transparency over the storage and transfer of user data in adherence with local GDPR guidelines.

## CONSENT EXEMPTION

Piano Analytics has a consent exemption which is officially recognized by the CNIL, and only granted to solutions that maintain high standards of privacy compliance.

## USE OF DATA

Piano Analytics never uses, sells, or transfers data, or engages in any activity that would otherwise breach GDPR or local regulations.

Overview

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**Results**

Piano Analytics' brings agility and data-driven decision making to leboncoin's product strategy. The deep data mining and data sharing capabilities ensures that the new products and features they bring to market match their audiences' needs.

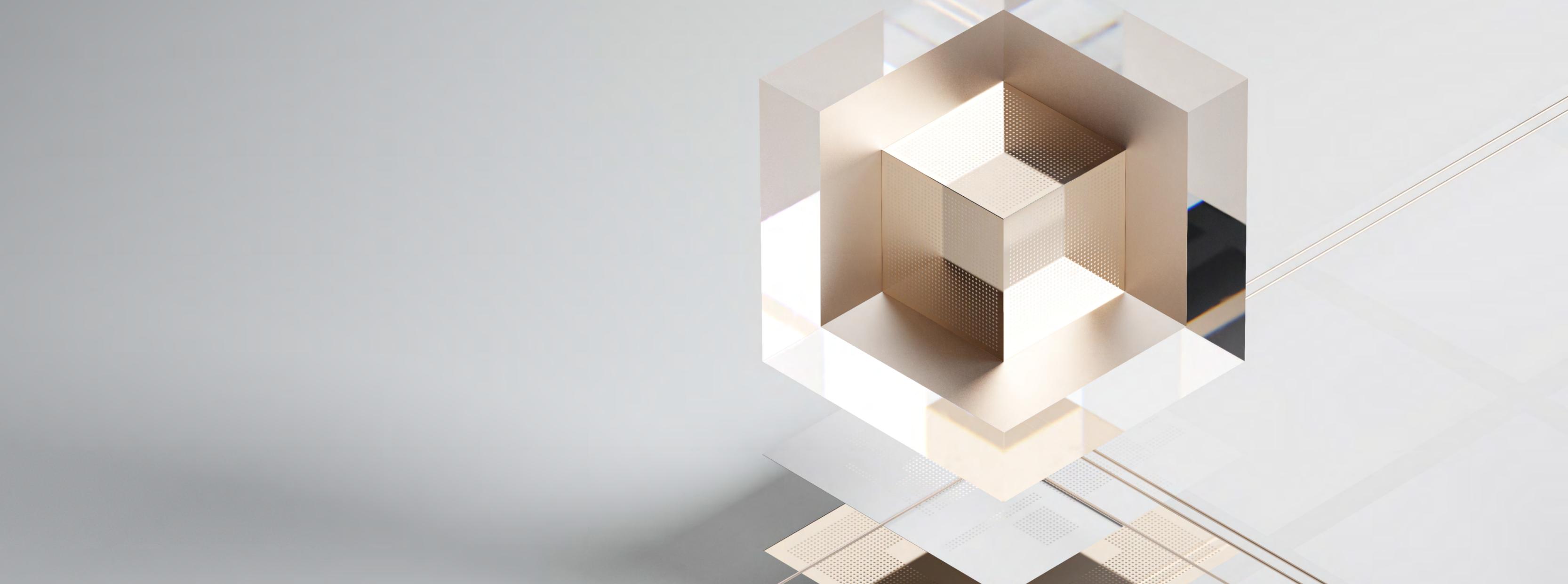
And thanks to Piano Analytics' compliance across GDPR and ePrivacy, leboncoin has the peace of mind that its data analytics strategy won't run them afoul of any privacy regulations. This allows them to keep innovating and delivering premium user experiences to customers without ever compromising their customers' data.

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Piano Analytics' platform and high quality data has really put us in the driving seat for launching and optimizing our product features. It's an indispensable part of our business operations.

**Thomas Hiley**

Chief Data Officer at leboncoin



## ABOUT PIANO

Piano empowers organizations to understand and influence customer behavior. By unifying customer data, analyzing behavior metrics and creating personalized customer journeys, Piano helps brands launch campaigns and products faster, strengthen customer engagement and drive personalization at scale from a single platform. Headquartered in Philadelphia with offices across the Americas, Europe and Asia Pacific, Piano serves a global client base, including Air France, the BBC, CBS, IBM, Kirin Holdings, Jaguar Land Rover, Nielsen, The Wall Street Journal and more. Piano has been recognized as one of the fastest-growing, most innovative technology companies in the world by World Economic Forum, Inc., Deloitte, American City Business Journals and more.

Request a [demo](#) to find out more about how you can transform the understanding of your audience with Piano's actionable data.