# Skyrock.com: Monetizing Social Networking with SAP® InfiniteInsight® Recommendation

When it comes to online content, people trust their friends to know what they will like. Offering its members a free, personal Web space to create blogs, add profiles, and exchange messages with other registered members, Skyrock.com is one of the fastest-growing social network sites in the world. But the company needed a way to leverage all that customer data and monetize its rapid growth.

With the SAP® InfiniteInsight® Recommendation application, Skyrock.com can analyze over 10 TB of data from over 12 million visitors each month. A better understanding of individual members helps identify "friend" recommendations each morning, doubling friend requests and identifying communities that match member interests. This increases site stickiness and advertising revenue while giving users the personalized experience they have come to expect from Skyrock.com.

# Executive overview

**Company**
Skyrock.com

**Headquarters**
Paris

**Industry**
Media

**Products and Services**
Social network, blog, and media sharing services

**Employees**
80

**Web Site**
www.skyrock.com

**Visitors**
12 million per month

## BUSINESS TRANSFORMATION

**Top objectives**
- Unlock Big Data sources for more accurate predictions and personalized recommendations on products, friends, and content
- Improve site stickiness and social engagement
- Increase page views per visit to serve up more valuable paid advertisements and boost revenue

**Resolution**
- Deployed the SAP® InfiniteInsight® Recommendation application, enabling segmentation using social network analysis and social "friend" recommendations
- Launched a pilot to recommend blogs to visitors and members based on profiles and tastes to further increase site stickiness

**Key benefits**
- Ability to offer relevant "friend" recommendations each morning to site members
- Better understanding of individual users, helping identify communities with similar interests, characteristics, and behaviors, such as shopping fans, horseback riders, new moms, and car fanatics

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"SAP InfiniteInsight Recommendation allows us to offer our members new services that have boosted engagement and overall site stickiness. Best of all, results have been consistent over the past year, giving a real competitive advantage to our company."

Rémi Kirche, Marketing Director, Skyrock.com

## TOP BENEFITS ACHIEVED

**20**
Relevant friend recommendations sent to site members each morning

**2x**
More friend requests and a corresponding increase in the acceptance rate

**>600,000**
New friend links each day

**20,000**
Distinct communities identified

**SAP**

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