Can you tell us a bit about UOL?

Thatiana Victorelli: UOL was launched in 1996 as the first big portal in Brazil and is the market leader, with more than 70% reach. Unlike in the US where portals may have lost a little of their importance after the rise of social networks, here in Brazil, the culture of using portals hasn’t changed that much—at least not yet. In the past few years, UOL acquired other companies and diversified its business within different segments such as web hosting, online payment and online education. As a major portal, UOL became the biggest Brazilian internet company.

Can you tell me about your role and what it involves?

Victorelli: My area is responsible for information regarding the company’s audience. We report how UOL is doing compared with its competitors overall and in strategic segments. We use SiteCatalyst from Adobe as our main source, but also Nielsen’s and comScore’s panels to get an idea about the market. Besides preparing monthly reports to C-level executives, my team is also involved in different projects to identify the best measurement solutions based on the diverse business objectives across the company. We also are responsible for research, which means we create surveys and do deeper qualitative research to come up with insights and information regarding targets, customer satisfaction and other things.

Where do you sit within your organization?

Victorelli: I sit within the ad team, which needs to be up to date on all the metrics and market trends. All the data and information we work with are an important source to monetize the audience in the most effective way. Our team is a mix of audience, research and business intelligence, which means it’s part of our corporate role to bring insights, reports and the best measurement solutions to the entire organization. We are an important part of the workflow to make sure our users have the best experience and monetization is guaranteed.

Thatiana Victorelli is responsible for audience, research and business intelligence functions at UOL, the largest internet portal in the Portuguese-speaking world. When Victorelli, who began her career in journalism, started working at UOL, she created monthly reports on market trends and intelligence related to the company’s audience and its competitors. She segued to managing analytics and studying UOL’s audience, sending monthly updates concerning the company’s video and mobile platforms to the C-suite and other internal groups. Since December 2014, Victorelli has led UOL’s business intelligence team, which conducts studies that analyze monetization, optimization and audience segmentation for the portal.

An Interview with Thatiana Victorelli, Manager of Audience, Research and Business Intelligence at UOL
What kinds of projects are you currently working on?

Victorelli: We’re working on a big data project through business intelligence to tie many different sources of data, like audience, advertising and financial information, into an automated system to make the analysis easier. There is also a project on our data management platform that is related to our audience, so it includes an analysis of segments to ensure the best engagement and results.

“I like eMarketer because the numbers and data for Brazil... are very helpful. When I use the data and the charts, they always bring more credibility to the analysis.”

What are your business goals?

Victorelli: To monetize our audience as much as we can and to make sure we are comparing both the audience and the advertising to get the best results. We have also been developing new ways to generate more information about our audience profiles so we can deliver the best content and ads to the audience.

We want to make sure we keep up to date with market trends. We look at where Facebook, YouTube, Google or any big player is going, in addition to the apps and mobile products. That’s a never-ending job because the internet and related technologies change a lot, so just when you think you are up to date, it’s changing again. Getting ahead is crucial.

How do you use eMarketer?

Victorelli: I was an eMarketer Daily Newsletter subscriber and always thought the newsletter offered a great overview of the internet market and trends. All the data and charts are useful for my presentations. Over the past year, eMarketer has started to provide more data and content about Brazil, and that was great for us because we are always trying to get as much research and data as we can. It’s great to find all of this in one place, so it’s really helpful to use eMarketer. I’ve been a subscriber to the database for at least two years.

What are some of the things on eMarketer that have been most useful?

Victorelli: The studies regarding video and mobile performance, best practices and metrics related to media usage and ad effectiveness have been very useful. The global reports and forecasts are usually a very good way of understanding these trends and how Brazil is performing in these and other segments, including ecommerce. eMarketer provides reliable sources and a complete overview on the most important topics.

Why do you like eMarketer?

Victorelli: I like eMarketer because the numbers and data for Brazil and many other countries are very helpful. The product uses many different reliable sources. It’s also valuable to have a mobile forecast for Brazil, because we still don’t have a panel to measure the mobile audience here. When I use the data and the charts, they always bring more credibility, as eMarketer is a known and respected reference.

To learn how eMarketer can help your business, please contact us at:

Direct: 212-763-6010 or Toll-free: 800-405-0844
sales@emarketer.com
www.emarketer.com

Read more interviews with eMarketer clients:
www.emarketer.com/Corporate/Clients

Do you have an Inside Digital story to tell?
Contact David Iankelevich at:
diankelevich@emarketer.com Direct: 212-763-6037