

# Qlik® Web Connectors

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## Gain up-to-date insight on social media and other cloud-based data sources

Data resides in more disparate locations as social media and other cloud-based data sources are becoming increasingly important. For example, companies need the ability to easily measure how well their social media activities are resonating in the market and with customers. Yet organizations are struggling to efficiently collect and utilize this disconnected information.

Qlik Web Connectors is a comprehensive suite of pre-configured connectors for major social media and web-based data sources. It enables better decision making by allowing users to easily combine internal or on-premise information with cloud-based data sources.

## Rapidly add Web-based data sources with pre-configured connectors

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Qlik Web Connectors provide out-of-the-box connectors that are designed for specific application and data sources. This eliminates the need for any in-house connector development or maintenance and allows for quick implementation. Users can easily access popular Web-based services such as Facebook, Twitter, Google Analytics as well as Web-based applications like Microsoft Dynamics CRM, MailChimp or SugarCRM.

Qlik Web Connectors links to web-based platforms through their APIs and feeds it into the Qlik platform on an ad-hoc or regularly scheduled basis. This radically improves the consistency of data analysis, and empowers you to make informed business decisions in near real-time.

### Pre-configured connectors for social media and web-base data sources

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| <ul style="list-style-type: none"> <li>• Dropbox</li> <li>• Facebook             <ul style="list-style-type: none"> <li>○ Fan Pages &amp; Groups</li> <li>○ Insights</li> </ul> </li> <li>• File Transfer (FTP &amp; SFTP)</li> <li>• General Web APIs (XML/JSON/SOAP)</li> <li>• Google             <ul style="list-style-type: none"> <li>○ AdSense</li> <li>○ AdWords</li> <li>○ Analytics</li> <li>○ BigQuery</li> <li>○ Calendar</li> <li>○ Double Click for Publishers (DFP)</li> <li>○ Drive &amp; Spreadsheets</li> </ul> </li> </ul> | <ul style="list-style-type: none"> <li>• Klout</li> <li>• Mailbox (POP3/IMAP)</li> <li>• MailChimp</li> <li>• Microsoft Dynamics CRM</li> <li>• MongoDB</li> <li>• OData</li> <li>• Sentiment Analysis &amp; Text Analytics (multiple APIs supported)</li> <li>• Twitter</li> <li>• YouTube             <ul style="list-style-type: none"> <li>○ Insights</li> <li>○ Data</li> </ul> </li> </ul> |
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For a complete, up-to-date list of data sources, please go to [www.qlik.com/products/data-sources](http://www.qlik.com/products/data-sources)

## Example Qlik Web Connectors

### Twitter

The Qlik Twitter Connector can be used by a variety of customers gives you powerful insight into Twitter. Users can observe what people are saying about their company and/or competitors, while others monitor their brands to help identify issues and respond to customer needs. The Qlik Twitter Connector allows you to load data through the Twitter API quickly and easily using specific usernames or search terms. You can then easily identify hashtags, links to other sites, pictures and any usernames to help you get a complete picture of what's being said, how and by whom.

### Facebook

Facebook's own analytics tools are great for individual pages, but it becomes a challenge to compare performance between multiple Facebook pages. It can also be difficult to share best practices and skills across multiple Facebook sites or to identify which pages are performing better. Qlik offers two Facebook connectors that allow you to combine Facebook data sets together.

- The Qlik Facebook Insights Connector provides metrics around the content of multiple Facebook pages that you own or administer, allowing you to understand and analyse trends within user growth, demographics or consumption of content.
- The Qlik Facebook Fan Page Connector gives you insight into how people are engaged with a public Facebook fan pages or groups, along with what they're posting and liking on the pages that you're analysing.

### Google Analytics

Google Analytics comes with great dashboards, but it is often difficult to get a complete sense of what's going on, especially when you want to compare websites side-by-side. The Qlik Google Analytics Connector is an effective way of understanding visitor behavior across your websites by feeding into Qlik a detailed stream of Web data, in a consistent and automated manner. It gives you the freedom and flexibility to create the KPIs that are important to you, and view all your website performance profiles in one place.

### What our customers say

"We used to spend 75% of our time collecting data and only 25% of time analyzing it. It's now the other way around"



*Paul Lymath,  
Strategic Planning & Analysis Mgr.,  
Eurotunnel*

"Qlik provides valuable business intelligence, which helps to give us a holistic view of business performance"

### Promedia»

*Linda Mohlin,  
Purchasing & Operations Analysis,  
Promedia*

"The time saving alone is significant. But the impact to revenue generation is unprecedented."



*Andrew White,  
Head of Business Intelligence,  
Future Publishing*

"This is a real labor-saving tool that has a direct impact on our business productivity"

### vocento

*Andres Acosta Ramirez,  
Head of Business Intelligence,  
Vocento*



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