

DATA ANALYTICS

# Advanced Web Connectivity Technology

Qlik® Web Connectors



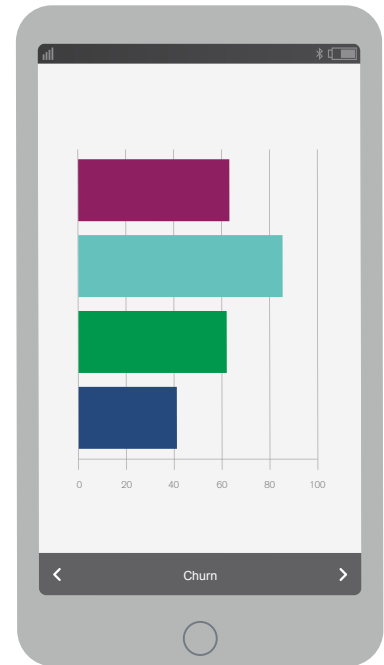
## INTRODUCTION

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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

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 Sense® or QlikView® 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

Amazon S3	Microsoft Dynamics CRM
AYLIEN	Microsoft OneDrive
Bit.ly	Microsoft Office 365
Box	Microsoft SharePoint
Dropbox	MongoDB
Facebook	Odata
• Fan Pages & Groups	RegEx
• Insights	Repustate
GitHub	Sentiment140
Google	Slack
• Ad Manager	Strava
• AdSense	SugarCRM
• AdWords	SurveyMonkey
• Analytics	Twitter
• Calendar	Watson Natural Language Understanding
• Drive & Sheets	YouTube
• Search Console	• Insights
Jira	• Data
Mailbox IMAP/POP3	
MailChimp	
Meaning Cloud	

For a complete, up-to-date list of data sources, please go to [qlik.com/products/qlik-connectors](https://qlik.com/products/qlik-connectors)

## 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 is helping us see how customer and food trends are evolving.”

**AMAR NARAIN**

CIO and VP of Information Technology  
Pizza Pizza



For every part of the business there is something new that we discover with Qlik and this process is never-ending.”

**HIMANSHU JHA**

Head of Data and Analytics  
MUSIC Tribe

# Example Qlik Web Connectors

## TWITTER

The Qlik® Twitter Connector can be used to give you powerful insight into what people are saying about your company and/or competitors. Or you can monitor chatter about product 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.

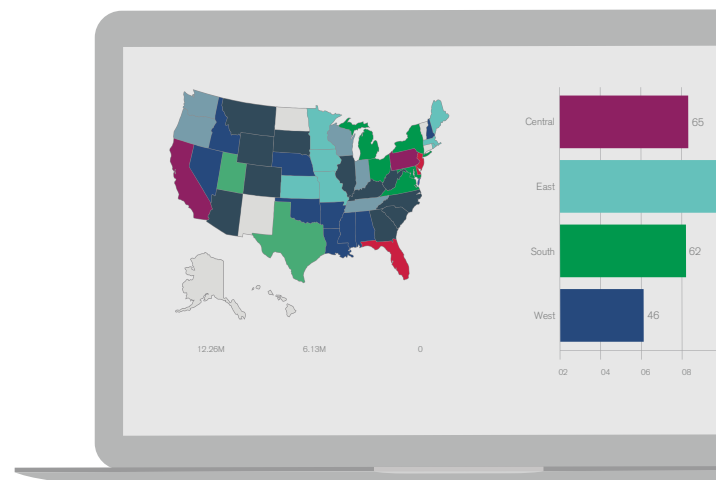
## GOOGLE ANALYTICS

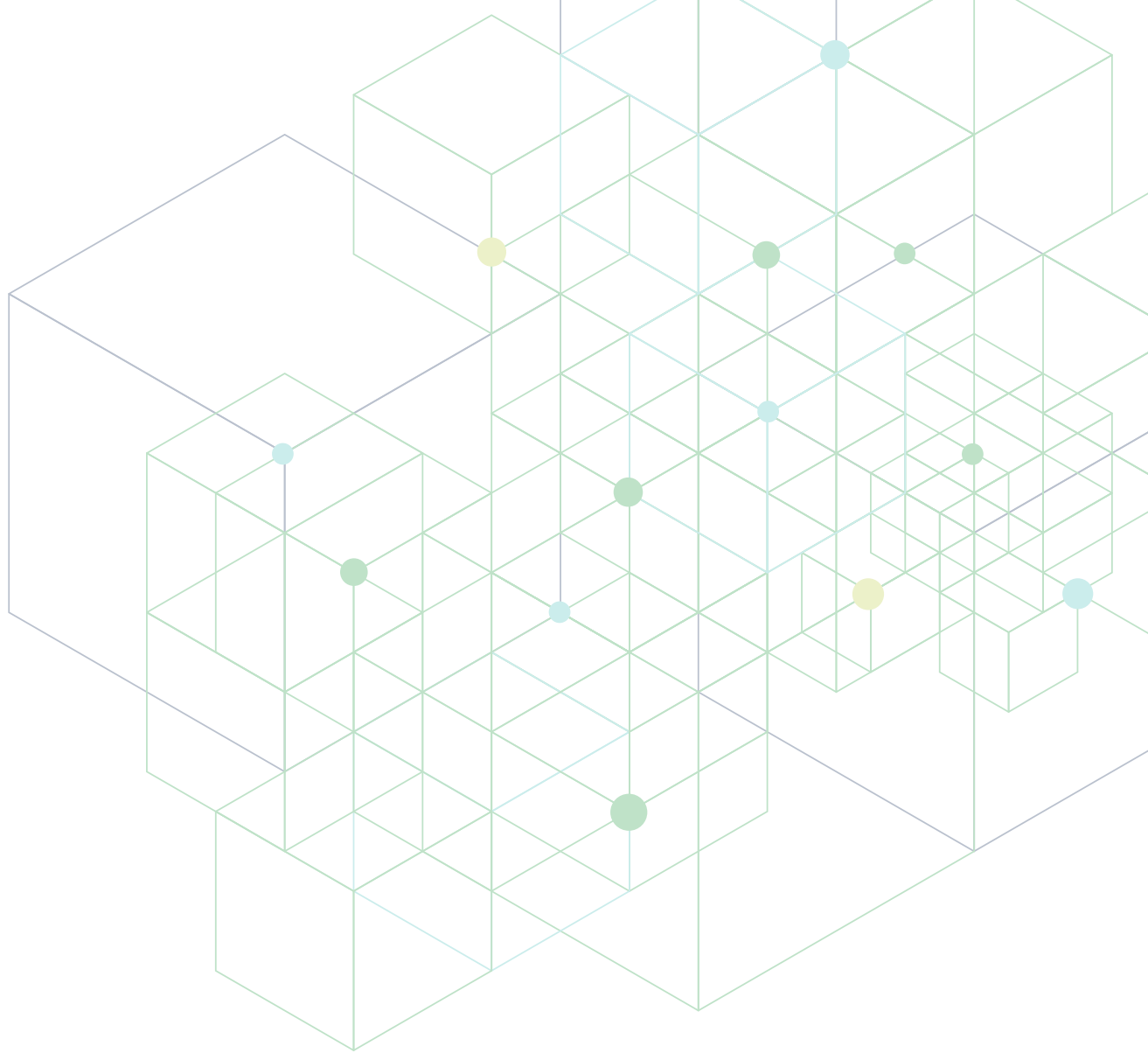
Google Analytics comes with great dashboards, but it is often difficult to get a complete sense of what's going on, especially when you want to compare website traffic with other information. The Qlik Google Analytics Connector is an effective way of understanding visitor behavior across your websites by feeding into Qlik Sense or QlikView 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.

## 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.





## About Qlik

Qlik's vision is a data-literate world, one where everyone can use data to improve decision-making and solve their most challenging problems. Only Qlik offers end-to-end, real-time data integration and analytics solutions that help organizations access and transform all their data into value. Qlik helps companies lead with data to see more deeply into customer behavior, reinvent business processes, discover new revenue streams, and balance risk and reward. Qlik does business in more than 100 countries and serves over 50,000 customers around the world.

[qlik.com](https://qlik.com)