



The challenges facing media groups in today's digital world

How major media groups are using interactive experiences and data collection strategies

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#1 Introduction

Qualifio was founded back in 2011, with a main objective of **providing media groups with the right tools to do their marketing in a new and innovative way**. The company was set up with the belief and passion that interactivity and engagement are the way forward and will help media groups to **get their consumers down the conversion funnel**.

Since then, the publishing and media industries, like many other sectors, have gone through fundamental changes in how they operate. Not only have they taken **major steps forward on their digital journey**, but they've also had to face major societal shifts and crises, like the COVID-19 pandemic, the implementation of GDPR and other data privacy regulations, and the upcoming cookieless world. How they've faced and overcome these challenges has shaped the kind of organisations they are today.

With a major disruption to the digital ecosystem on the horizon, as **third-party cookies will no longer be supported on most browsers from the end of 2023** and **first- and zero-party data will play an increasingly important role**, we decided to take a closer look at the current state of the media landscape, the trends that are currently dictating the industry, and **how interactive content can help media groups and publishers to optimise their conversion funnel**.

Four main trends look to be shaping the media landscape for the next couple of years:

#1 The biggest buzzwords: engagement and loyalty

2020 saw a huge boom in subscriptions, engagement levels and traffic for digital publishers worldwide, due to the pandemic. Those levels weren't achieved again in 2021, as life returned to 'normal' so publishers will be exploring new strategies and techniques in the coming years to **retain their audiences** and reach once again the dizzying heights of 2020. These efforts will mainly revolve around 3 trends:



Building a **sense of community**



Interactivity and gamification



Gaining a **better understanding** of what matters to readers

The industry is going to evolve significantly in the coming years, as media groups and publishers adapt to the preferences of their users, and their consumption patterns and behaviour. They will need to adopt a **more user-centric approach**, by placing their readers' needs at the centre of their operations. It is becoming increasingly clear that **readers want more personalised content and experiences**, so by moving with the times and adopting new practices and strategies, media groups will be able to adapt and thrive. Traditional media like **The New York Times and The Washington Post** have already been experimenting with more personalisation on their homepages to tailor their content to their readers' interests, in an attempt to get them to engage more with their content.

With the diversification of media outlets and the increasing number of news sources available, **readers are looking for the most reliable information sources** that they can depend on. So if a media group can work on **building a strong relationship with their audience**, based on trust and consistency, this will go a long way in comforting their readers that they're in the right place.

This means that publishers will have to **invest in engaging, getting to know and retaining their reader base**, by improving and consolidating their social media presence and branding for example. But also by ensuring that their audience is retained long-term, and will keep coming back to them.

Appealing to younger generations also comes into play here, as they have different expectations and consumer habits. **Reuters** have reported that 57% of Gen Z get their news from social media, so the use of interactivity and sharing content on a range of different channels need to be a priority, as well as using more short form and visual formats.



57% of Gen Z
get their news from social media

#2 The aftermath of the pandemic

The pandemic has had **both positive and negative impacts** on consumers. In both cases, it has led to many new opportunities for increased monetisation and **a different way of approaching marketing and business**. On one hand it has meant that people are spending more time online, thus increasing their digital content consumption. So the opportunity to monetise this and increase advertising revenue is there for the taking. But on the other hand, with people's offline lives being tougher than usual, they're increasingly **looking online for a sense of community**. So by engaging with their audience, getting to know them better and building a true sense of community amongst their readers, publishers can leverage this sentiment and provide their readers with what they're looking for.

According to **McKinsey**, 2021 was the year of transition, as it saw a significant rebound in consumer confidence and it looks like the crisis of 2020 has caused a wave of innovation, of digitization and of tremendous growth in the online world. So looking forward, the industry is set to continue on this positive and innovative up-trend, **with interactivity and first- and zero-party data collection set to be key areas of development**.

#3

What alternatives are we going to use instead of third-party data?

This is obviously the million dollar question for pretty much everyone at the moment! Third-party cookies will be a thing of the past from the end of 2023, with a majority of browsers and platforms no longer supporting them, and of all the alternatives out there, **first- and zero-party data** collection looks to be one of the most reliable, efficient and compliant ways forward.

Interactive content will become a necessity for publishers and media groups in the pursuit of first- and zero-party data gold. Not only will collecting this valuable and insightful data from their readers mean that they can base their content strategy on it, they'll also be able to **leverage the demographic data collected** to engage with their audience and provide them with an improved and personalised brand experience.

Google has recently announced the launch of **Google Topics**, a new privacy-friendly, interest-based ad targeting method that doesn't track users. It still remains to be seen whether this alternative to third-party cookies is the right fit for media but what is clear is that for publishers to make the most of this new solution, they'll need to continue gathering as much first- and zero-party data as possible. They will then have the clear advantage of being able to identify amongst their users those who have expressly given permission for their data to be used, placing them in a stronger position with advertisers.

Another trend that seems to be emerging in **the quest for high quality and actionable first-and zero-party data**, is rival publishers joining forces and pooling their resources to combine their data and offer data-driven advertising solutions. The **most recent example** of this being that of UK's leading automotive publishers, Autovia and Haymarket Automotive. This move highlights the need for publishers to put differences aside in a bid to claw back revenue opportunities from the tech giants. Consumer brands are also jumping on the bandwagon, with Marriott Hotels and Yahoo recently striking a similar deal.

#4

How much is your personal data worth?

Intrinsically entangled with the cookieless world, the concepts of data protection and privacy are on every consumer's mind. As Apple brilliantly illustrated in their recent **iPhone privacy video**, **our data is becoming an increasingly highly priced commodity**. As a **business leader** put it recently:

"In a world where third-party data is disappearing, first-party data is the new media currency"

One of the central questions in today's media industry is **how to effectively monetise their audience**. For some of the biggest publishers, who have managed to optimise their subscription strategies and advertising revenues, by knowing and engaging their audience, and improving their paywalls and membership structures, the hard work is clearly paying off! The **New York Times** reported reaching the milestone of 5 million paid subscribers, The Financial Times have over 1 million paying users, and The Guardian, who famously don't use a paywall, announced they've broken even thanks to reader-supported contributions.

The New York Times

5 million

paid subscribers

FINANCIAL TIMES

1 million

paying users

What stands out for us, at Qualifio, is that all of these trends are inextricably linked:

By collecting first- and zero-party data with interactive formats:



#2

Top 5 challenges faced by media groups in the digital world

Like most industries in the digital age, the publishing industry is evolving and changing at a staggering speed, to keep up with the latest trends and developments. Here's our **top 5 of the biggest challenges** that digital publishers and media groups are currently facing.

#1

Digital transformation

In the past decade, media groups have been facing a growing number of challenges in their journey to digital transformation: declining audiences in traditional media, adapting the newsroom to new distribution channels and formats, difficulties to monetise content, fierce competition from social media channels and Google for advertising revenue, ... And these challenges are being faced at all levels, from the newsroom to the boardroom.

"It's time to accept that retailers now know more about P&G's customers than we do."

As the former **CEO of Procter & Gamble** put it, when discussing the increasing distance between them and their consumers: "It's time to accept that retailers now know more about P&G's customers than we do." And this statement can also be applied to publishers and media groups, consumer brands have been investing in their digital journeys over the past few years, and especially in their first- and zero-party data strategies, **with the end-goal of getting to know their consumers**. So **new and innovative solutions are needed** across the publishing industry, in order to adapt to the fast-paced and omniscient digital ecosystem, with new tools, better knowledge and segmentation of audiences, and a new approach to online advertising.

#2

Cookieless world

Third-party cookies have been on their way out for a while now, and their expiry date on our browsers is scheduled for the end of 2023, but **the looming cookieless world is a threat that cannot be ignored** by any company who has skin in the digital game, whether they're a consumer brand or a media group.

Whilst preparation for the cookieless world has drastically moved forward in the past couple of years, and there is still a long way to go on a lot of fronts, the progress made is encouraging and bodes well, as **Teads** found out in their survey:

"What's most encouraging is to see that publishers are making changes to insulate their business models from external factors. By focusing on quality content and 1st party data, they are giving advertisers the best possible opportunity to buy sustainable media that delivers real business outcomes. It's a very exciting time for publishers."

So it's not all doom and gloom, and **this challenge should actually be considered as a golden opportunity!** A clear way forward for publishers and media groups is to include a **clear and well-thought out data collection strategy** in their marketing plans, and more specifically a **first- and zero-party data** collection strategy. This will allow them to get to know their audience better, improve their relationship with them and engage with them in a more meaningful way.

#3 Audience knowledge and understanding

It's all very well having a large audience but if you don't know anything about your audience or understand what it is they're seeking out, then chances are you're going to struggle to keep that audience engaged and you risk losing them to competition.

So **getting to know your audience and understanding their preferences and needs is key when trying to retain and monetise them**. You'll only be able to turn anonymous users into logged in and subscribed members once you know more about them.

The application of **GDPR** and other data protection laws, such as the CCPA in California, have had a significant impact on the amount of knowledge a brand or media company has of their audience. This means that in order to bridge this gap of knowledge, publishers need to look into innovative and new strategies, and according to **Forbes**, the answer lies in interactive marketing.

#4 Value exchange for digital content

In any context, but especially in media, **content is far from free to produce**. In the past decade or so, the move from majoritarily paper media to digital has outdated the idea for many of paying for content, when it should actually be normalised. Just as consumers will willingly pay for a physical newspaper or magazine, there is still some way to go in getting people used to paying for the digital content they consume. As explained by the **SVP of Research & Analytics at IAB**:

"To put it bluntly, the old value exchanges just aren't enough. The model is broken. Publishers and media companies have to reimagine reciprocity or risk the flight of consumers to competitors."

The **concept of value exchange** is a highly important one in media, by providing trustworthy, high quality and reliable information and content, combined with an impeccable brand experience, a publisher will be fulfilling their half of the exchange. Thus **encouraging the reader to share their personal data, in exchange for what the publisher has to offer**.

#5 Gen Z

We've all heard of them, this **younger generation**, born between 1997 and 2012, who are puzzling consumer brands and organisations the world over with their new views and attitudes to news consumption and consumer habits. They're the first generation to have grown up surrounded by the digital world, as they succeed the Millennials and precede Generation Alpha. And, according to **AdvantageCS**, they're one of the biggest challenges facing the publishing industry in the coming years.

For them, the internet and mobile devices aren't shiny and exciting new gadgets, but **simply a way of life**. And it's becoming increasingly clear that **they expect a lot more from their digital experience than previous generations**. They want their content to be ultra-personalised and are much **more likely to find their news sources on social media channels** than in traditional media. They're also **willing to pay for good quality and reliable content**, as they're used to paying for consumption services, such as Netflix or Spotify. So there is definitely a **huge opportunity here for publishers** to leverage this attitude to **value exchange**, if they can adapt their business and content models.

Gen Zs are also used to being bombarded with advertising and to the constant exposure of their peers' opinion, so they can be sceptical of anything inauthentic and are **always on the lookout for media and news sources that are agile and engaging**. **Sports Illustrated**, an American publisher, has adapted their social media strategy to promote Gen Z engagement by using new channels such as Snapchat for example.

Gen Z are the consumers and deciders of tomorrow so it will be absolutely key for publishers to get to know and understand this generation of readers. They're not like any generation that has gone before them, given their immersion in the digital world, so **rising to their expectations and needs should be a top priority** for all actors in the industry as there is such a wealth of potential and opportunity up for grabs!



Value exchange: what are consumers expecting in exchange for their personal data?

[Read now](#)



#3 How interactive experiences can improve the publishers' conversion funnel and increase ARPU



A focus piece by **Olivier Simonis**,
Co-founder and Chairman of the Board of Qualifio

Boost reader engagement and prepare for the end of third-party cookies

Today's consumers have become increasingly interactive customers, **willing to interact with brands and media groups and share their data in exchange for a better experience.** Customer engagement strategies, more commonly known as 'reader engagement' for digital publishers, have become an important part of the marketing strategy of any brand or media group, especially in a world where **third-party cookies are being phased out**, shifting the focus of publishers to:



collecting and qualifying their audience's **first- and zero-party data**



growing their rate of logged in audience members
(as local alternatives to the walled garden of the GAFA)

We will see in this focus piece that **adding interactivity and interactive experiences** to media assets (web pages, mobile apps, social media, print formats, ...) can be straightforward to implement and **can generate a wide range of benefits for publishers**. All it takes is having a well thought out strategy, and the **right tools and processes in place**.

What are interactive experiences?

Interactive experiences can come in **many different formats**: forms, competitions, quizzes, polls, personality tests, surveys, predictions, instant wins, games, user generated content, etc.

Who is creating and publishing interactive content at a publisher?



JOURNALISTS AND EDITORIAL TEAMS:

they're looking to make their content more interactive, stickier and shareable, whilst building cross-media stories.



MARKETING, SUBSCRIPTION, DATA & CRM TEAMS:

their aim is to grow, retain, segment and convert their audiences.



SALES TEAMS & BRAND STUDIO:

their goal is to increase their revenue by growing their advertising inventory and selling interactive content to advertisers.

How can interactive experiences improve the conversion funnel?



Remember the days when the internet first took off? Those were the days! Content was free and a publisher's main priority was fighting their competition to attract as much traffic as possible on their newly fledged website.

But things have changed, admittedly slowly, and for the last few years, **publishers have been deploying online strategies to make audiences pay for the content they consume**.

Today, a successful publisher will have identified every step of their conversion funnel and will be optimising their user experience at each of these steps, to **ensure they're maximising their revenue, and still winning the traffic battle**.

So let's take a look at these steps of a publisher's conversion funnel and pinpoint exactly how interactive content can help to improve each of them.

#1 : Attract your audience

The first step is to **attract an audience to visit your website or mobile app**. This can be done with a strong media brand, attractive and qualitative content, community management on social networks, virality, cross media marketing, etc.

Interactive content is entertaining and sharable and plays a major role in attracting audiences to a website or mobile app. It also positively impacts important traffic KPIs :



Number of visitors



Pages views



Time spent



Bounce rate



Interactions per visit

Let's take one of our customers as an example: French-speaking Belgian radio group **NRJ**. During the first lockdown in 2020, they launched a series of interactive campaigns on their website and mobile app. These included quizzes, competitions, tests, photo upload competitions, and many more, and were all promoted on air by their radio hosts during their shows. And the results were quite simply amazing !

They noticed a **significant increase in traffic**, compared to the previous quarter:



150% increase in page views



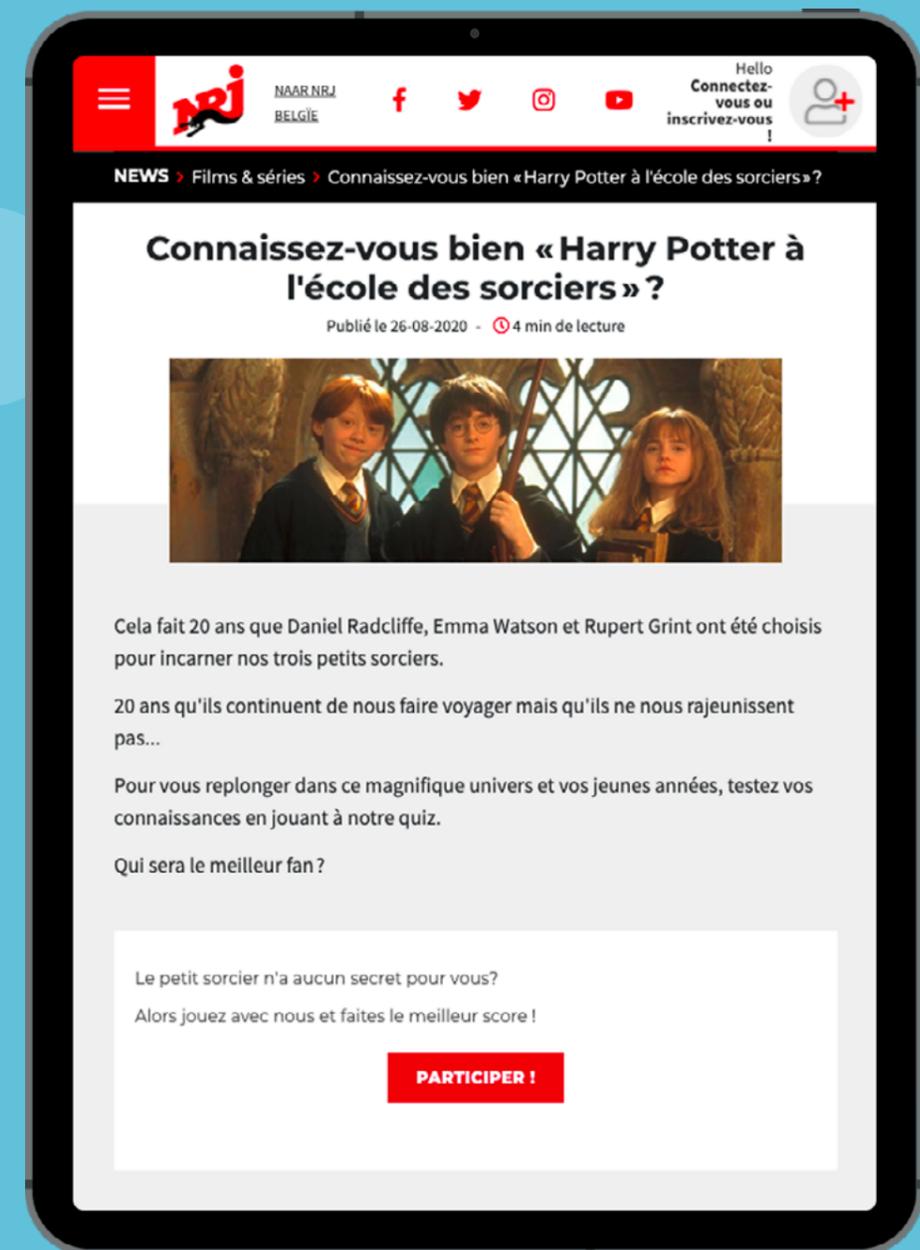
15% in time spent (between 2'30 and 3')



4% decrease in their bounce rate

And one campaign even had **over 670,000 participations**, a staggering number considering the overall population of Wallonia is only 3.6 million!

670,000+
participations



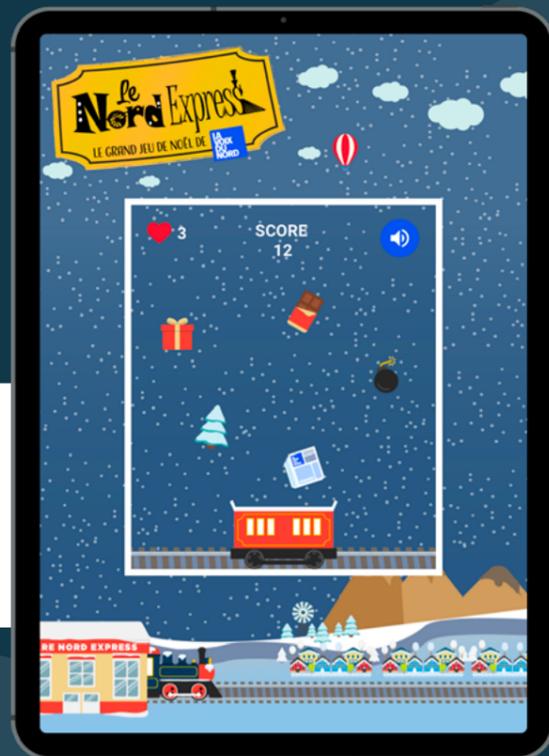
Interactive formats for editorial buzzes:



In app quiz



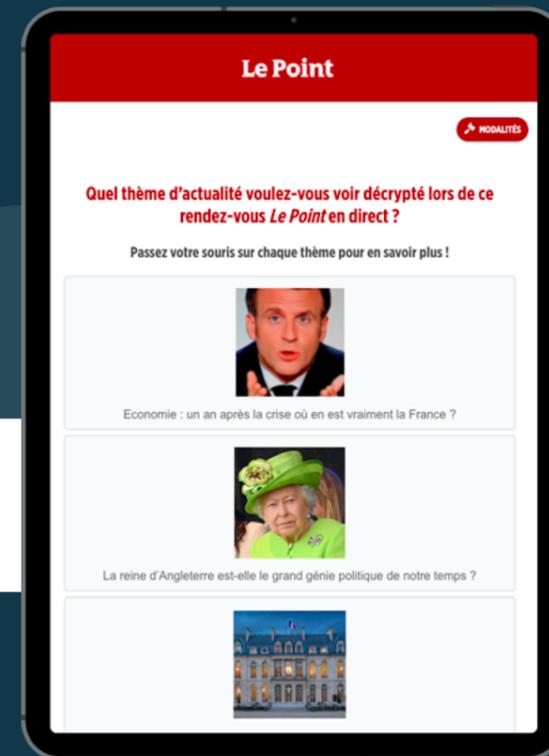
Poll



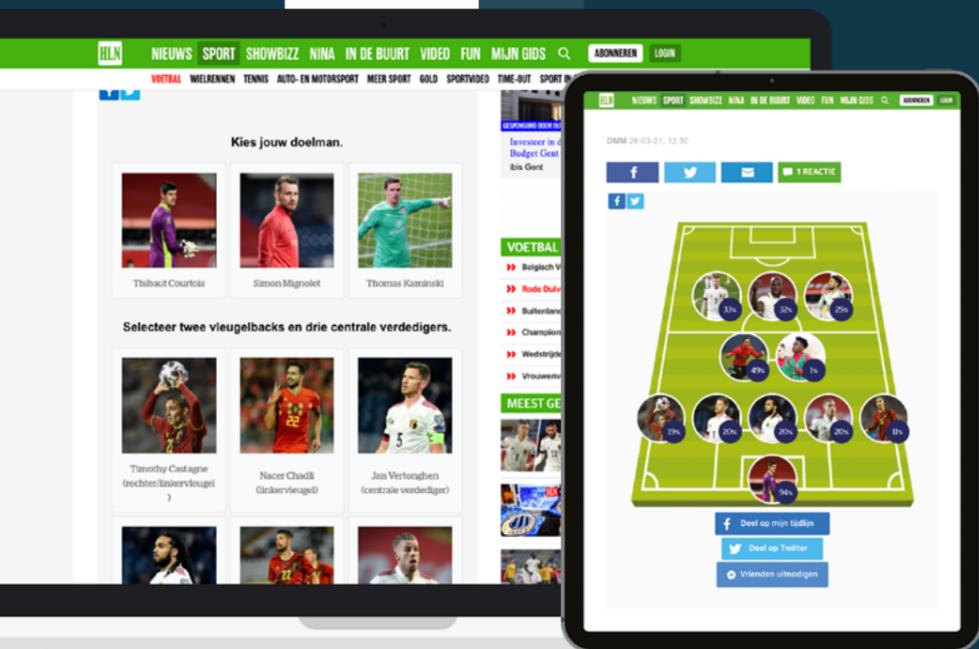
Catcher



Vote



Check out all our formats



Team selector



User generated content



#2 Step 2 : Qualify and segment your audience

Now that you've attracted an audience, you'll need to **find out more about them in order to build your relationship with them**. Interactivity requires action from participants, as you're asking them to share their data, so in return they will expect a better brand experience. By carefully selecting the type of data you're asking from them, you'll be able to **increase your knowledge of your visitors and build audience segments** that will then allow you to personalise your messaging and increase advertising revenue through retargeting.

Here's a great example from another major European publisher who uses Qualifio: **Vocento**. Their journalists created anonymous polls that they published in their articles and then used as drivers for audience segmentation.

- They added 2 segmenting questions (gender and age group) to all of their editorial polls and sent this information to their DMP, Salesforce (KruX).
- This strategy not only **increased engagement** with their content, it also provided them with **valuable insights** about their audience.
- Qualifio campaigns are the #1 new cookie source for Vocento.



"We collect data through the various actions carried out by the marketing team and the editorial team via the Qualifio tool. In addition to the interest or content affinity data we collect, we integrate user-oriented questions into the editorial contests and surveys to collect mainly socio-demographic data valuable to our advertisers. All this data is sent directly to our DMP."

Grégory Hoffmann

Digital ad operations manager and data specialist @ IP Luxembourg



#3

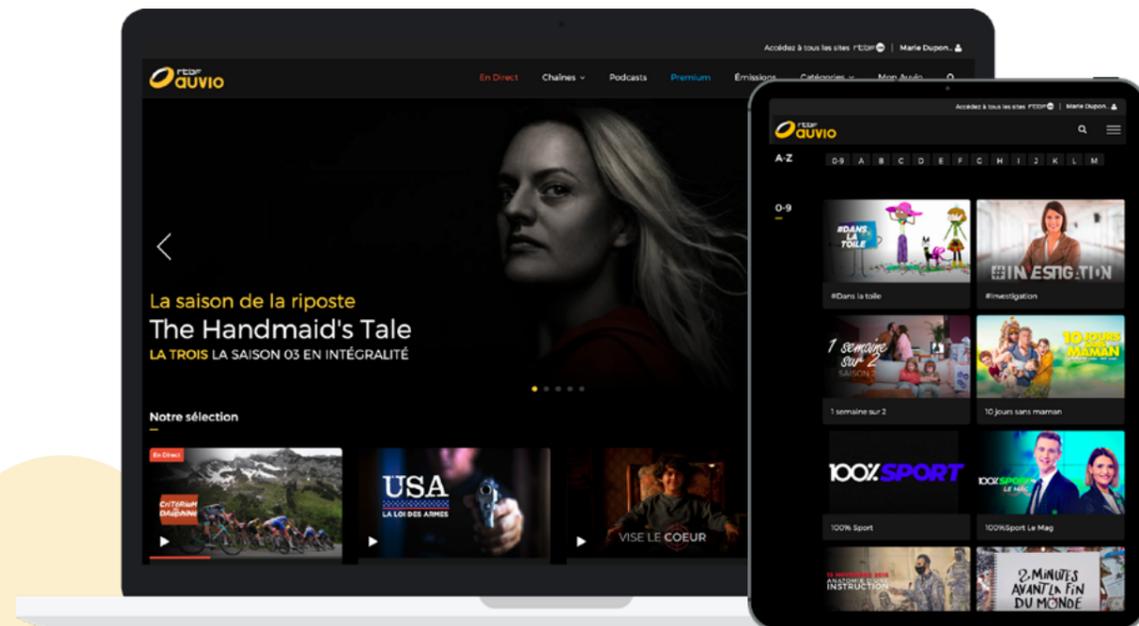
Step 3: Ask your audience to log in

Triggering **account creation** has become an important metric for digital publishers, with the % of logged audience being an important KPI for many.

But how can you encourage your audience to create an account?

It always comes down to the notion of '**value exchange**': what's in it for the reader if they create an account and what do they get in exchange for their personal information?

In the case of a broadcaster, one way of generating a significant number of account creations is by giving your audience access to a replay platform.



But if you don't have the possibility to do this, **content is of course the #1 driver for registrations**. Interactivity also plays a key role when you're conditioning participation to a competition or to a personality test with the creation of an account.

Another great way of increasing account creation is by having a **Loyalty** programme that your readers can join to win points and prizes, based on their level of engagement with the media brand.

Vocento uses Qualifio's account creation forms before the majority of their interactive content and have seen that **50% of their SSO (single sign-on) account creations are coming from these interactive formats**. Proving once again that **it's all about creating a value exchange with your audience - ask them for their data, in exchange for a great experience with you**, in this case with access to great content and competitions.

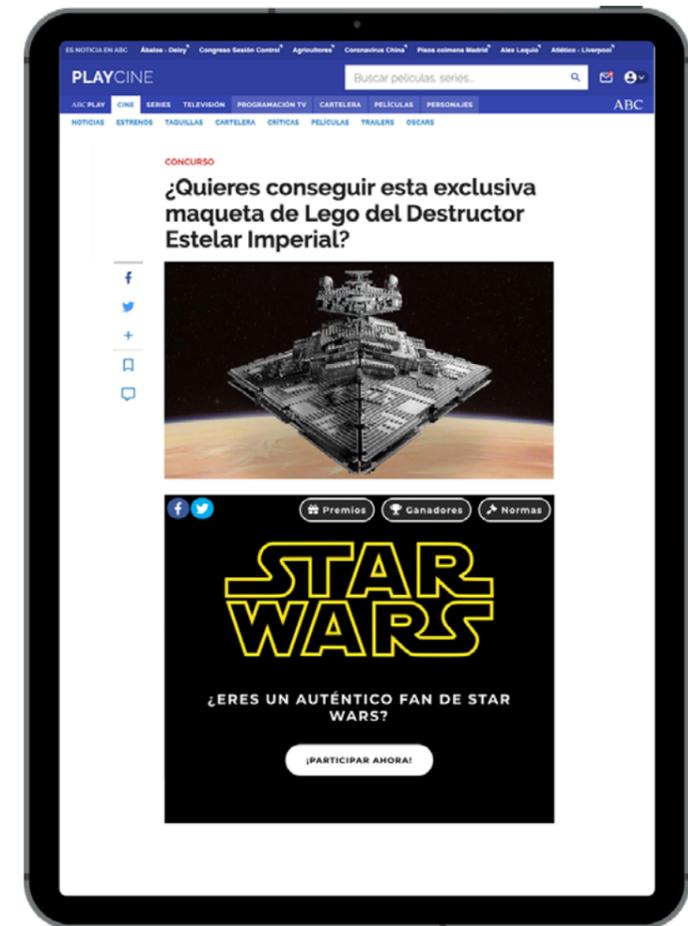


50% of SSO
account creation at Vocento comes from interactive Qualifio campaigns

10,100
participations

5,877
new participants

13.5%
CTR



#4

Step 4: Convert your audience into paying subscribers

Once you have collected consented, fresh and qualitative data from your audience, and you have a base of logged in users, it will now be much easier to **offer them a personalised and more adapted subscription plan.**

A good example of this comes from Bonnier in Sweden. They proposed magazine subscriptions to prospects they had generated via interactive campaigns and the results were very positive :



Over 9 months Bonnier generated over

5000

new paying subscribers



45% of the leads

they generated were from Qualifio interactive campaigns



They saw a

200% increase in CTR

when comparing interactive formats to banner ads



Their conversion rate from free subscription to paying subscription rose

to 5-10%



"Today, the conversion rate of our Qualifio contests lies between 5-10%. That means that out of 25,000 unique participations we get 1,200-2,500 new print magazine subscribers. In total, for all our brands, Qualifio represents around 45% of our leads generated."

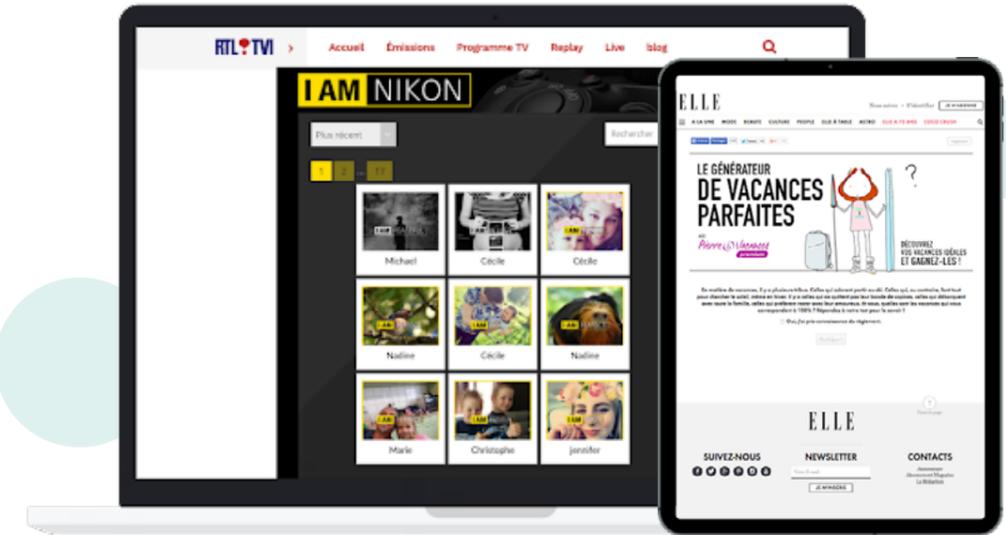
Johannes Orskov

Digital Lead Specialist @ Bonnier Publications A/S



#5

Step 5: Upsell and monetise your audience



Upselling and monetising your audience means increasing the price of your subscriptions, line extensions, additional partner services, access to events and classes, and of course monetization through advertising (display, programmatic, branded content...).

Selling interactive concepts to advertisers brings them the following ROI:



More visibility of their brands or products



Increased traffic to their websites or apps



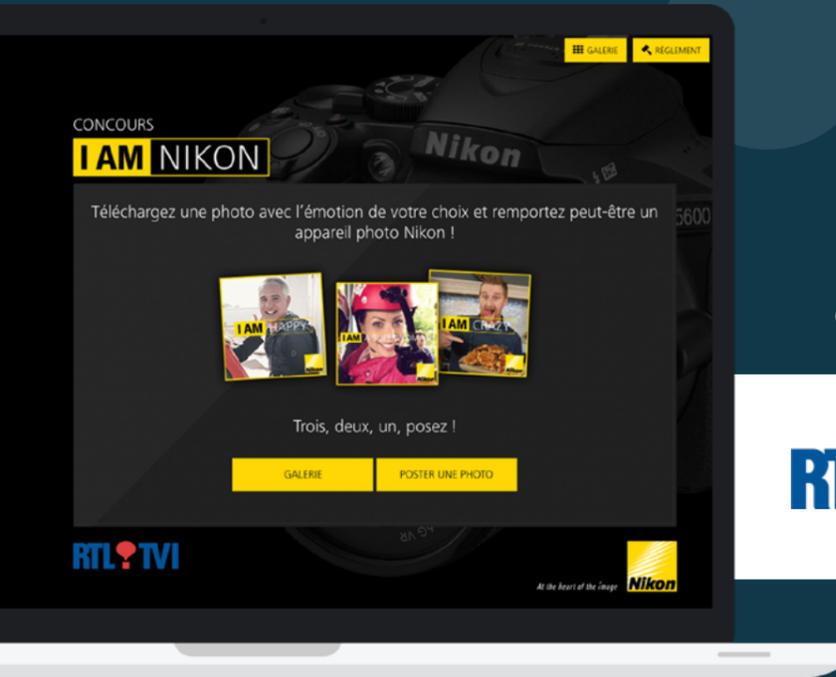
Increased footfall in their physical shops or visits to their eshop thanks to sales activation mechanisms (coupons, unique codes, samples, ...)



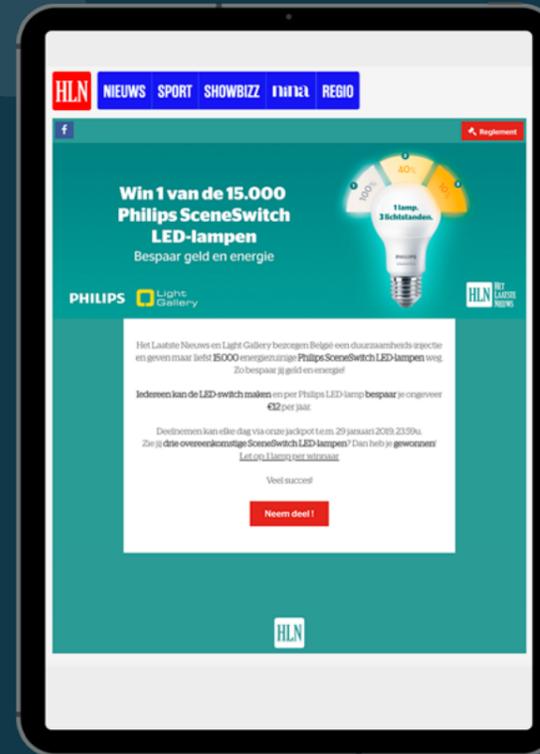
More and better lead generation (pushed directly into their CRM)

Interactivity can also be a **great way to carry out market research** in a fun and engaging way.

Interactive formats that can be sold to advertisers



User generated content competition



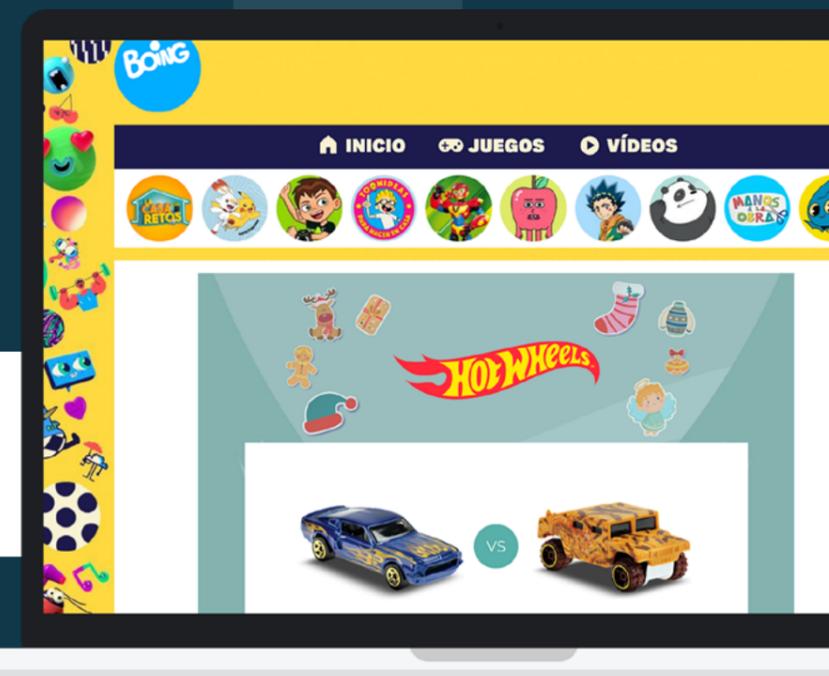
Instant Win



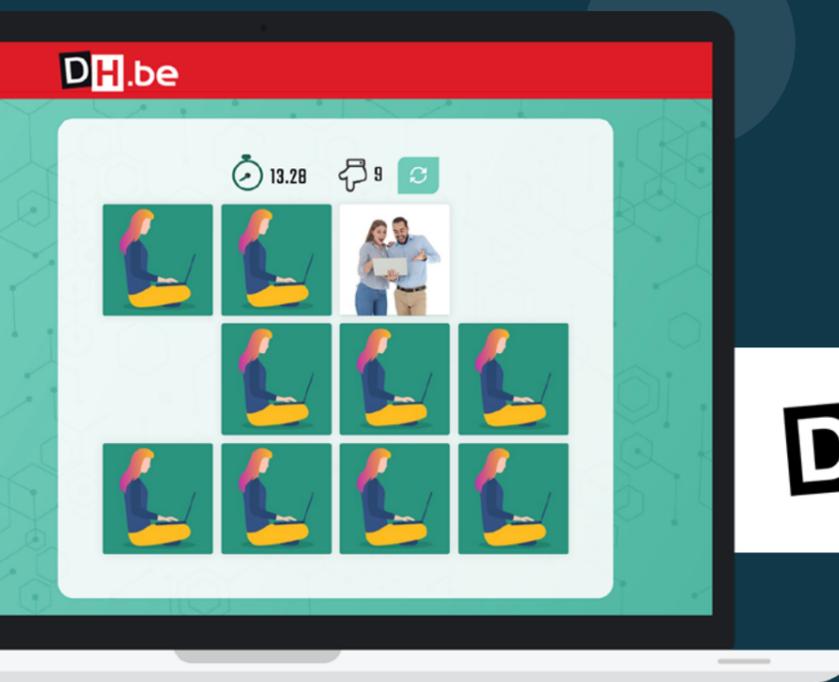
Personality test



Advent calendar



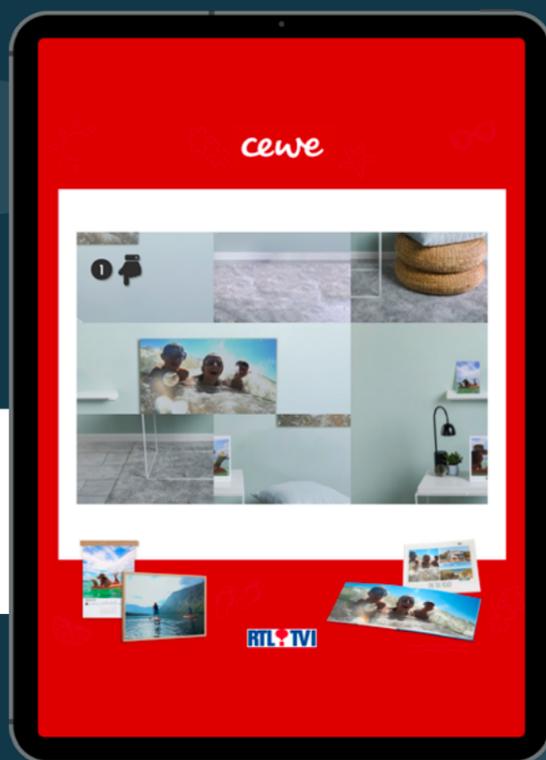
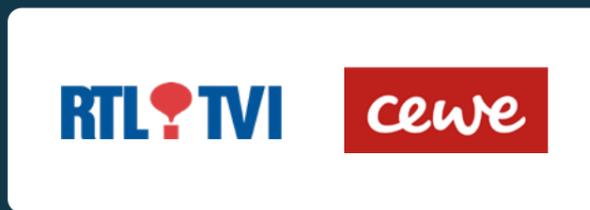
Check out all our formats



Memory game



Puzzle



TIP

When an advertiser comes to you with a briefing that states "I want to collect 100,000 leads for my database" ? Why not suggest a **year round data collection action plan**. Need ideas to plan how to include interactive campaigns into this plan?

Then **download our marketing calendar!**



PIZZA DAY



STAR WARS DAY



TOUR DE FRANCE



CHRISTMAS



AND MANY MORE!

Download the calendar

Discover the best campaigns of our customers



Set up an action plan to create and publish interactive experiences



1 **DEFINE** your goals:

- For your **newsroom**, with the number of interactions a week you're aiming for, improved KPIs, ...
- For your **Marketing and/or Data department**: determine the number of additional newsletter opt-ins you're expecting, the number of account creations you'd like to see, ...
- For your **sales organisation**: set out your revenue targets, increase of ad inventory, new sponsorship deals, ...



2 **IDENTIFY** ambassadors and creators in each team. They will help you to execute your plan by including interactive campaigns in their strategies.



3 **CHOOSE** the right platform to create and publish interactive content, whilst collecting first- and zero-party data from your audience. Here are some elements to take into consideration when selecting a platform:

- Is it a core business for their IT teams?
- Does it integrate with SDKs and social media networks?
- What is the estimated time-to-market and costs?
- Take a look at their best practices and inspiration content
- Is it GDPR compliant?
- What kind of integrations does it offer?



4 **BUILD** integrations between your tools so that you're not wasting any unused data.

- With an **SSO/authentication platform** so that participations to your interactive campaigns are leading to the creation of accounts and increasing your logged audience rates;
- With **CRM and marketing automation tools**, making sure that every new newsletter registration is pushed to them;
- With a **DMP or CDP tool** so that all of the socio demographic data being provided by your participants are helping you to segment your audience.



5 **ESTABLISH** an editorial and advertising calendar to plan all of your actions and campaigns.



6 **LAUNCH** your campaigns !



7 **MONITOR** your KPIs on a monthly or quarterly basis.

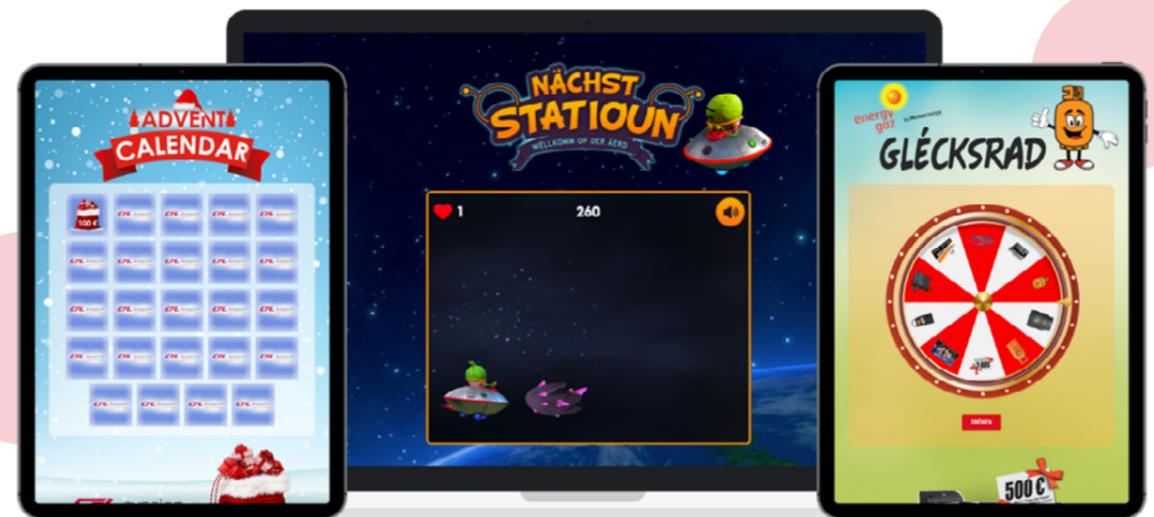


#4 Best Qualifio campaigns for Media



RTL Luxembourg

Find out how Luxembourg's leading online media **animated, retained and got to know their 3 completely different audiences**. We'll give you a clue, they used a bunch of interactive campaigns and collected first- and zero-party data!



Find out how they did it



Vocento

Vocento is one of Spain's leading multimedia and publishing groups, and as such they are **constantly setting themselves ambitious and challenging goals**. When they started using Qualifio Engage in 2018, they were faced with several challenges:



They wanted to **get to know their audience better** and segment their database;



They wanted to **increase their number of identified users and monetise their audience**.



They wanted to **generate engagement and loyalty** from their audience, to ensure they returned.



They needed **a tool that connected with their existing ones** (DMP, SSO, automation, ...)

So what did they do? They started using **Qualifio's interactive formats in their editorial articles**, quizzes on their social media channels and sold these campaigns to their advertisers. **Check out** their results and learnings!

How Vocento generates more than 50% of its registered users with Qualifio

[Check out their results](#)



NGroup

Back in 2012, the French-speaking Belgian media group NGroup was one of the first to test out the Qualifio platform. The concept of taking their business online and **using interactive content to build lasting and meaningful relationships** with their listeners was hugely appealing to them. They have since achieved amazing success in their use of interactive formats across their channels, with an amazing boom in traffic in 2020, creating the perfect storm of lockdown, Harry Potter and engaging formats! **Find out** how they did it!



For radio Nostalgie,
**43% of participants
subscribe to its newsletter.**

NOSTALGIE

Your details

First name*

Last name*

Email*

Subscribe to Nostalgie's newsletter

Send

[Read more](#)



La Provence

La Provence distributes its newspaper daily to an audience of over 513,000 readers in France, and has a budding community of over 1 million fans on their social media channels. Their aim? To **entertain, engage and retain them both** with their physical and digital publications. **Find out** how they've been using interactive content in their marketing strategies since 2019 to do so!



[Read more](#)



BilletRéduc

BilletRéduc references and sells tickets for thousands of events across France every day. Like many other publications, the sanitary crisis of 2020-21 hit them hard and had a tangible effect on the engagement with their newsletter subscribers and social media following. For the launch of one of their long-term client's plays, they wanted to **try something a bit different to attract interest**. So they created a quiz with Qualifio Engage and gave participants the chance to win tickets for the premiere and the VIP after-party. **Check out the great results** they've achieved with this campaign and how they intend to keep up this momentum!

1,000
participants



59%
signed up to
newsletter

[Check out their results](#)

#5

How Qualifio can help

Qualifio has been working with some of the top European media groups for over a decade and **helping them to face some of their biggest challenges:**



Bringing **more interactivity and virality** to their content.



Generating **more leads** for their conversion funnel.



Getting to **know their audience better** and segmenting their database.



Being able to offer **new and innovative formats to their advertisers**, across all their channels.

In the past ten years, we've seen so many highly innovative and creative ways that publishers have used our **interactive formats** in **Qualifio Engage**, to achieve a wide range of their marketing goals. Some have wanted to **spice up their editorial articles** by adding polls and votes; others have wanted to **entertain and engage with their audiences**, with competitions and quizzes with amazing prizes to be won; some have wanted to increase their social media following with games and user generated content; and others have wanted to **increase their number of newsletter opt-ins**, with forms and personalised messaging. And of course we can't forget those who have **increased their sponsorship revenues** by teaming up with advertisers to create awareness and opt-ins for them with all sorts of interactive formats. You can read about more of these **inspiring examples here**.

One of the other advantages of using Qualifio in a media environment is that **our platforms can save you a huge amount of time and money**. With our turnkey solutions, that require **little to no development or coding knowledge**, you can easily and quickly set up campaigns without needing a whole team of people on it. Your journalists can put together a great campaign in a matter of minutes, with over 50 formats to choose from, and include it in their articles. And your marketing and data team can oversee and manage the first- and zero-party data you're collecting and leverage it to make sure you're providing your readers with the best possible experience. No data silos either as Qualifio can be **integrated with all the marketing tools** you're already using.

Let's take it one step further

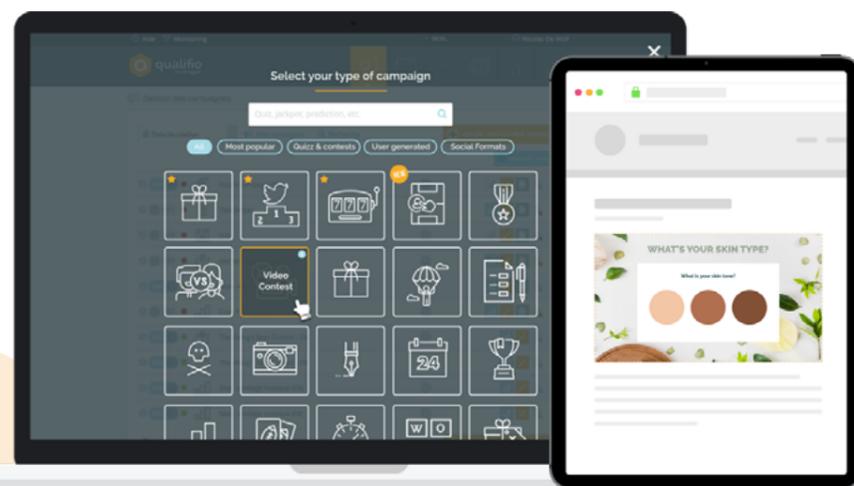
Something key to keep in mind when considering the use of interactive content for media groups, is that **the conversion funnel in digital publishing is never-ending**. Once you've implemented all of the steps mentioned above by Olivier, and you've optimised your conversion funnel with engagement and data collection, **remember to keep going!** Don't suddenly stop engaging with your most loyal subscribers or with your readers who are logged in but not yet monetised or you'll run the risk of losing them to competition who are taking better care of them.

A great way of keeping up your engagement with your audience is loyalty and that's where our new platform, **Qualifio Loyalty**, comes in! We've designed this platform after

conversations with some of our biggest customers, as we were trying to understand what they were still missing in their data collection and audience engagement journeys. We took all our learning from these conversations and poured them into Qualifio Loyalty, creating a platform that allows you to **set up creative and engaging loyalty platforms that will reward your audience for all of the interactions they have with you, not just their purchases**.

The **concept of loyalty** has been evolving at a fast pace for the past few years, as consumer expectations demands and expectations are changing, and we believe that the way forward is to create loyalty programs that reward more than just a purchase relationship. We believe that **you can start rewarding your audience from their very first interaction** with you, and that you can start building your relationship with them from there, increasing your chances of there being a purchase on their customer journey.

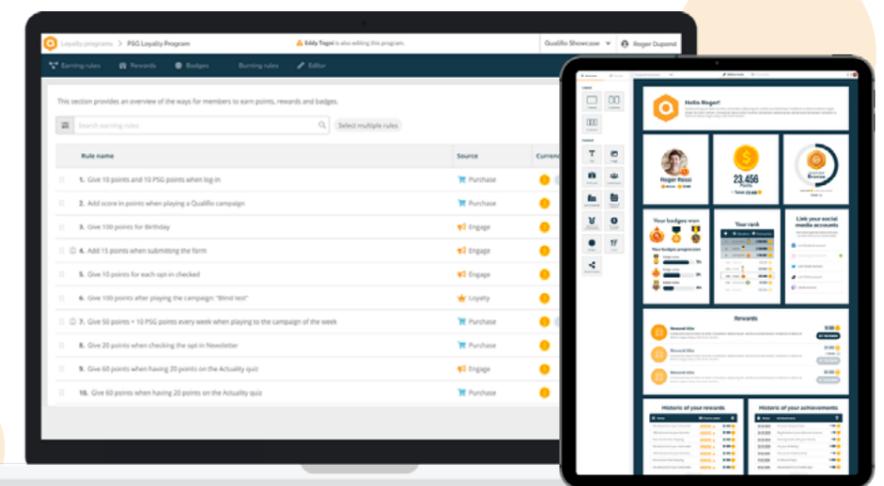
With Qualifio Loyalty we're **giving full autonomy back to publishers**, allowing them to start their loyalty plans on a small scale and to get their programs online quickly and with minimal development time and effort. Qualifio Loyalty programs can also be easily plugged into Qualifio Engage campaigns, **take a look** at a couple of programs that we set up to test the platform. And this means that **your engagement and data collection efforts with your interactive campaigns are being rewarded as you set up loyalty programs that your audience will enjoy and interact with**. And ultimately your loyalty programs will allow you to **maintain your optimization of your conversion funnel and make sure that you're continuously building more meaningful relationships with your audience**.




**QUALIFIO
ENGAGE**

Check it out


**QUALIFIO
LOYALTY**



Check it out



Interested in finding out more about our tools?

Want to read more about how our customers are using our platforms to create amazing campaigns?

[Request a demo](#)

[Check out our blog!](#)



The advantage of interactivity and data for RTL Luxembourg's digital strategy.

[Read now](#)



Discover how betevé got closer to its audience through interactive content

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