



“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



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The starting point



Bonnier Publications Group is one of the largest publishers of print and digital magazines in the Nordic region, with more than 20 titles (Illustreret Videnskab, I Form, Historie, etc.) which are published in up to 5 countries.

BONNIER
Publications

Bonnier Publications is a **subscription-based media company** which means that, except for ad sales, its revenues come mainly from the sale of subscriptions to one or several printed magazines. In December 2018, the company started to use the Qualifio platform with one main objective in mind: **generate leads**, more specifically, paid subscriptions to its paper magazine*. Today, Qualifio represents around **45% of the leads generated**.

20+

magazine titles

70,000+

unique leads collected
in 9 months wih Qualifio

5,000+

new paying subscribers
generated in 9 months

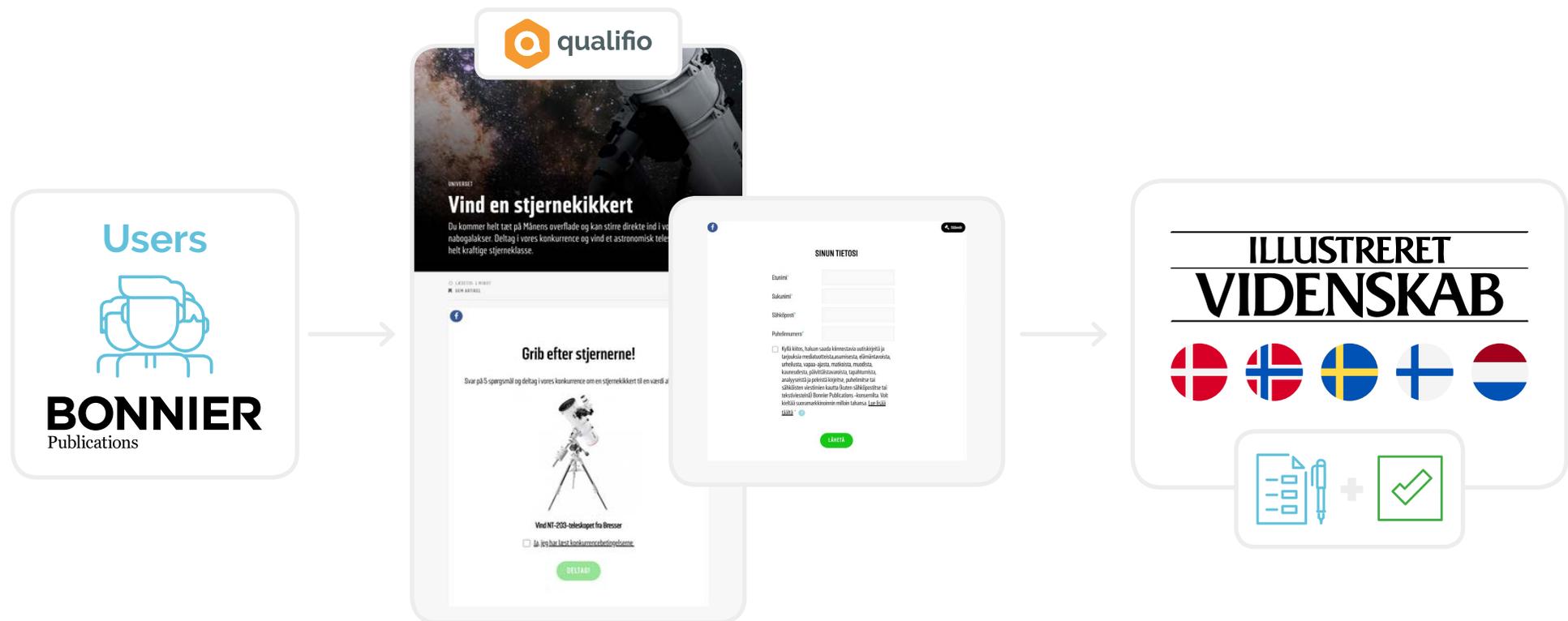
* Around €10 per magazine.

How is Bonnier using Qualifio?

Bonnier Publications is using Qualifio regularly to be able to propose different engaging formats to its various audiences.

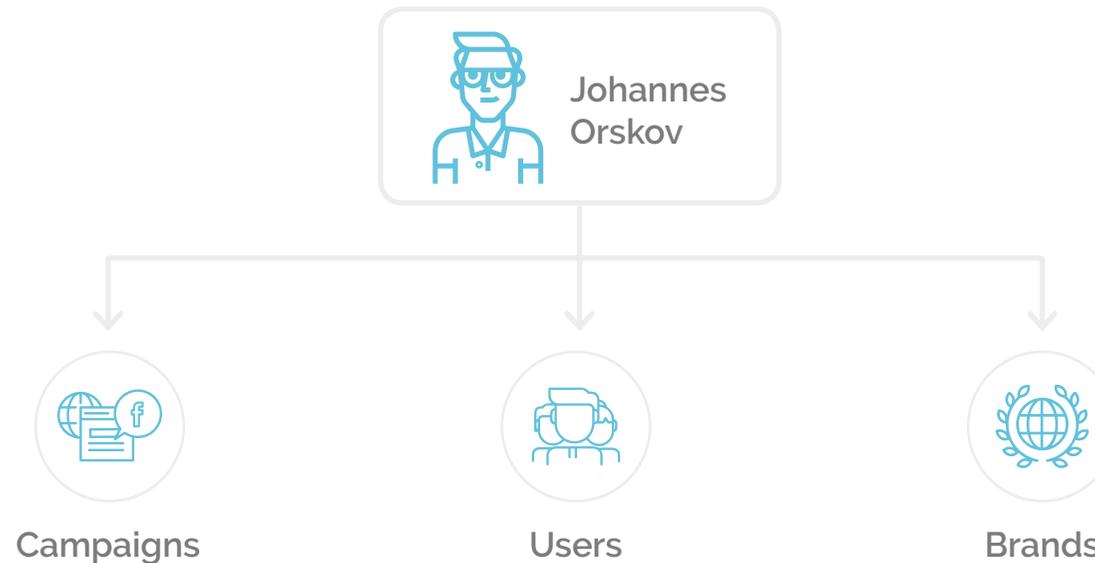
1. 53 people from 20 different magazines have access to the platform.

- They choose from **50+ campaign formats** ready to use and fully customisable;
- They easily copy their campaign in the **language of their choice** (Finnish, Swedish, Danish, Norwegian, etc.);
- They create **lead generation** campaigns with a data collection form or **engaging campaigns** without form.



2. On top of that, Johannes Orskov, a.k.a the Digital Lead Specialist of Bonnier, makes sure everything is going well.

- He manages the multiple campaigns, users and brands;
- He has access to a set of dedicated features for a GDPR compliant data collection.



3. In all lead generation campaigns, an **opt-in** is added to collect newsletter consent. In some cases, a tab to collect participants phone number is also added.



Yes, I would like to receive exciting newsletters and offers on Media products, Housing & Lifestyle, Sports & Leisure, Travel, Fashion & Beauty, Grocery, Events, Analyze and Games via letter, telephone and other electronic media like emails and SMS from the Bonnier Publications Group. You can unsubscribe from direct marketing at any time.

What's next?

Activate the campaigns

To reach a bigger audience, once campaigns are created, they are activated through:

- **Banners** on the website;
- **Emails**;
- **Facebook ads**. The budget of these ads can vary between a €100 to €50,000 all depending on the campaign type, the magazine, the prize, etc.

Convert leads into paying subscribers

The data of people who have given their consent are sent to Bonnier sales team for one-to-one communication. The **conversion rate lies between 5 and 10%**. Which means that out of 25,000 leads, they get 1,200-2,500 new print magazine subscribers.



Gradually enrich the database

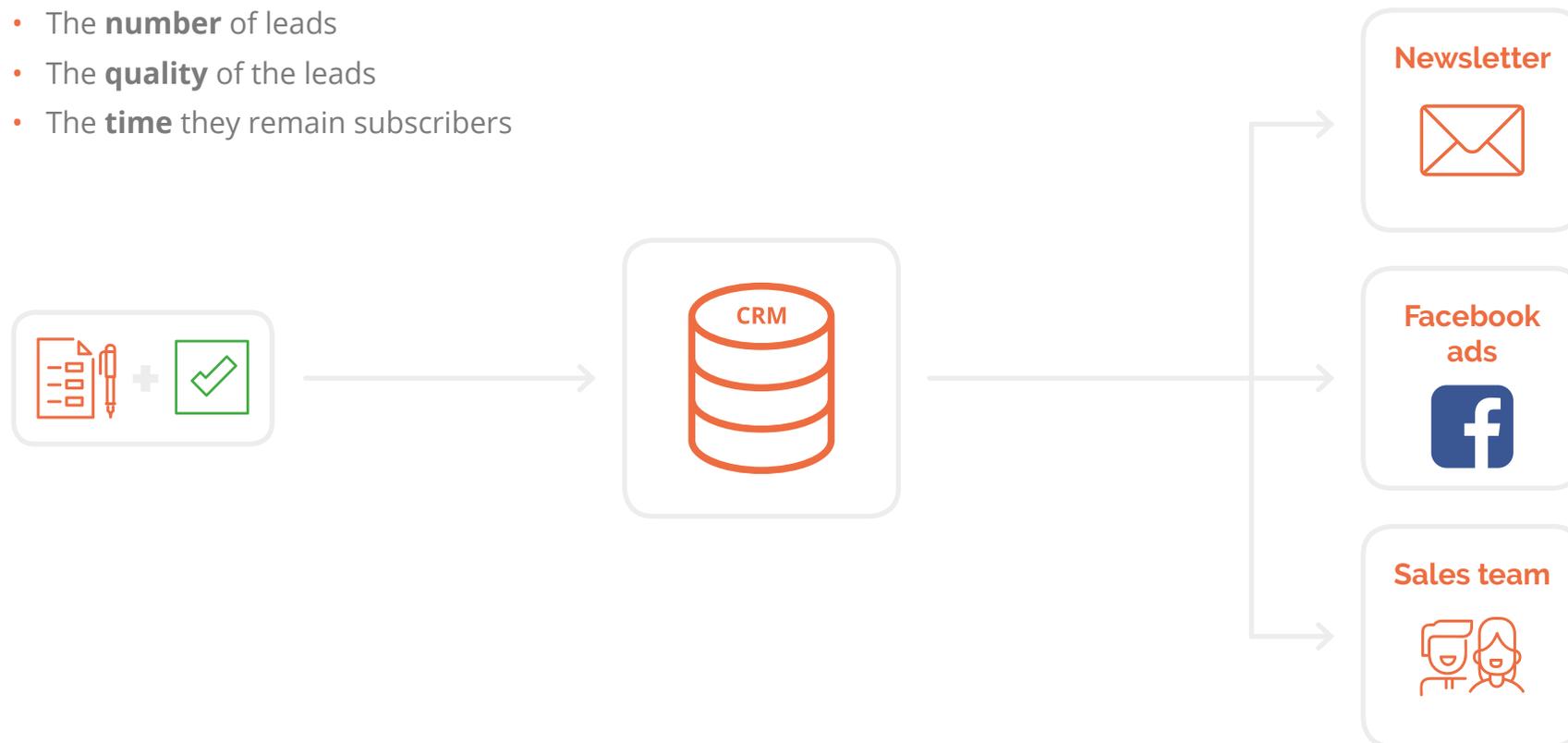
When the contest is activated through a newsletter, Bonnier is asking **additional information in the form**, like the phone number. The goal is to complete, improve and structure the data to provide valuable information.

Evaluate the success

The campaign performance can be evaluated thanks to the **advanced statistics**, available in the Qualifio platform for each campaign.

Their main KPIs are:

- The **number** of leads
- The **quality** of the leads
- The **time** they remain subscribers



Campaign examples

Bonnier Publications brands are juggling with different formats to collect more leads and engage their various audiences.



Quizzes



Contests



Personality tests



Polls or votes



Swiper



Forms



and more...

Space quiz to win a telescope

Created by *Illustreret Videnskab* in 4 languages with a data collection form.

26,000

participations

2,000

paying subscribers



Danish



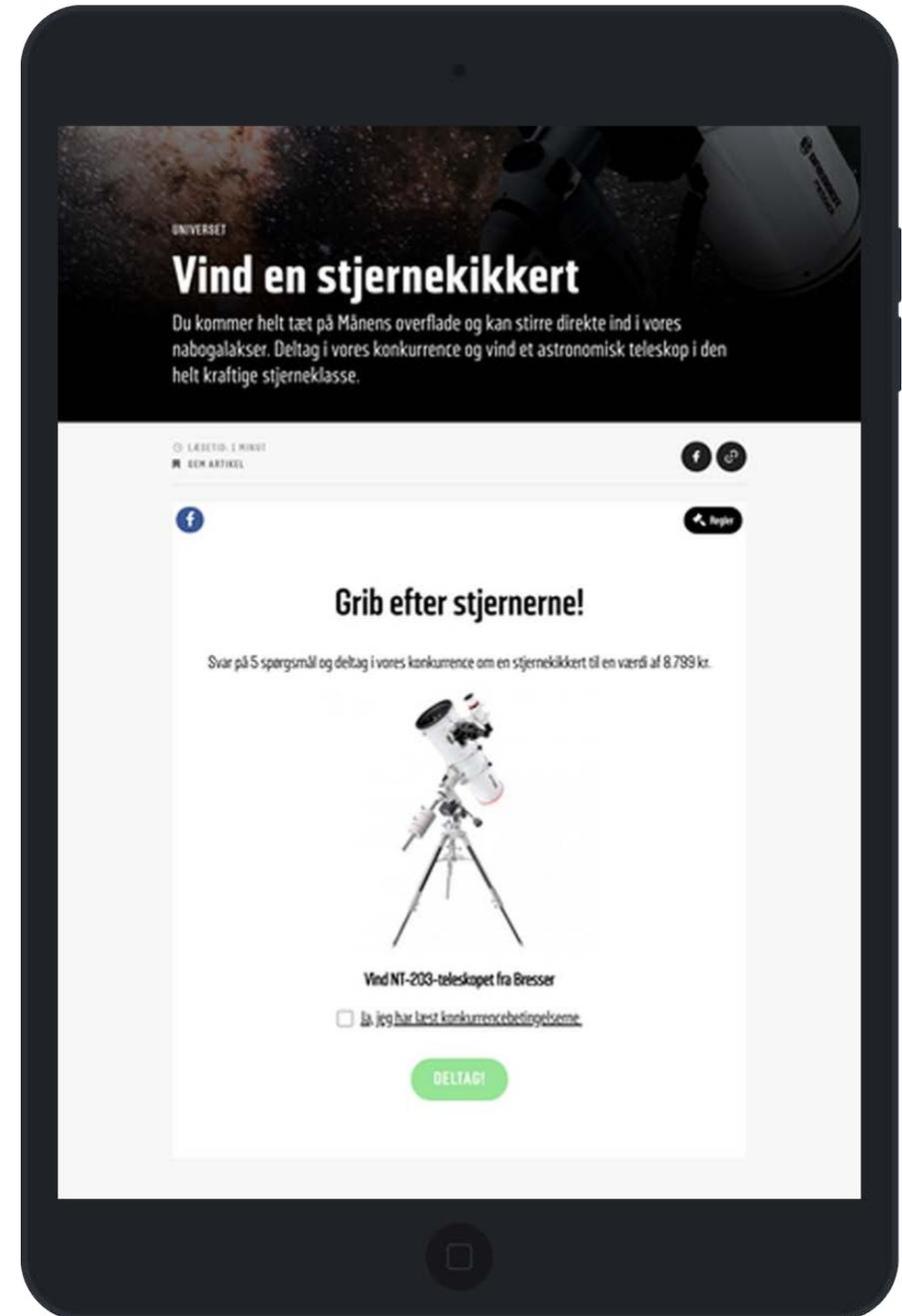
Swedish



Finnish



Norwegian



Quiz to win a complete toolkit

Created by *Gør det selv* in 4 languages
with a data collection form.

20,000

participations

1,800

paying subscribers



Danish



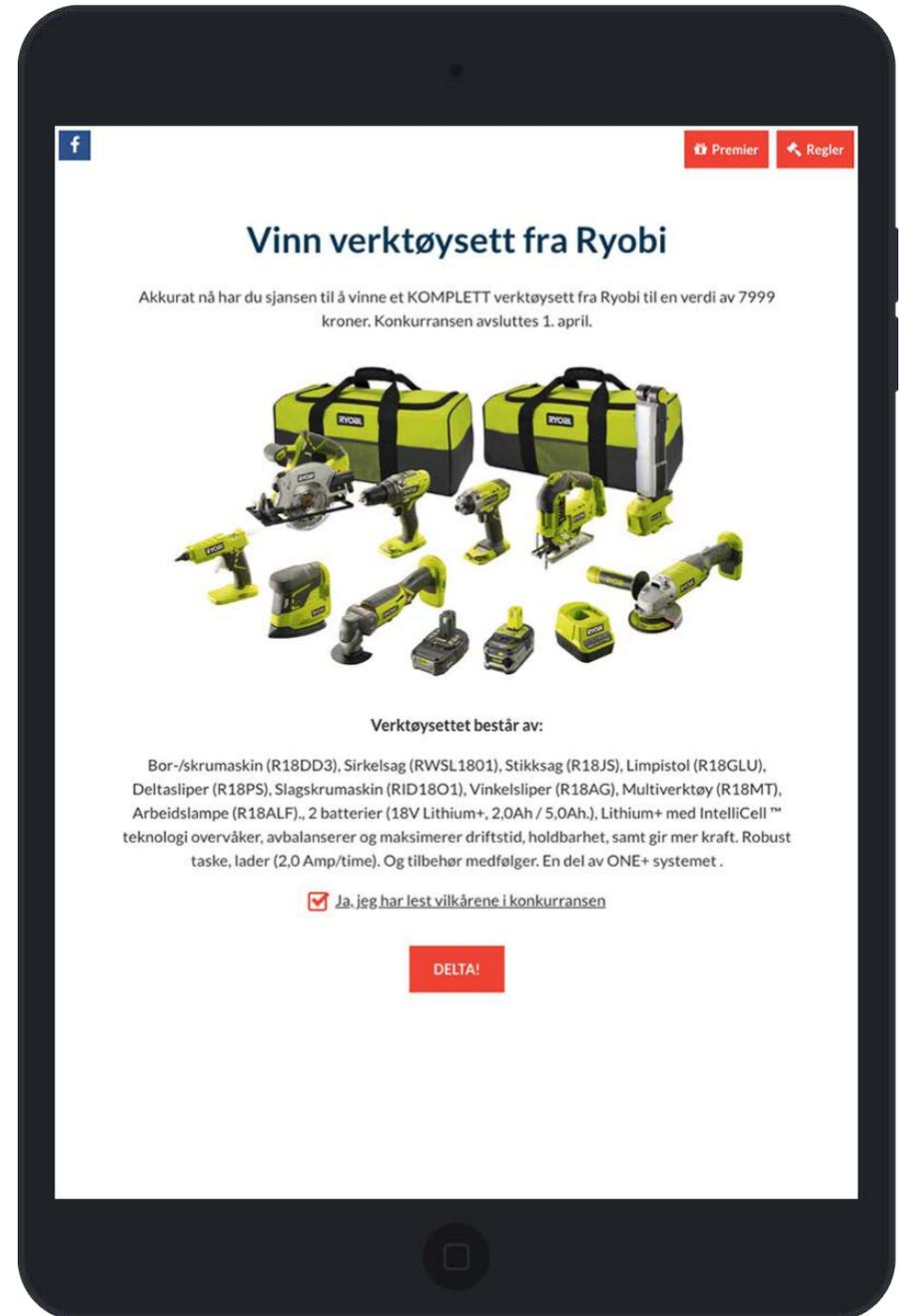
Swedish



Finnish



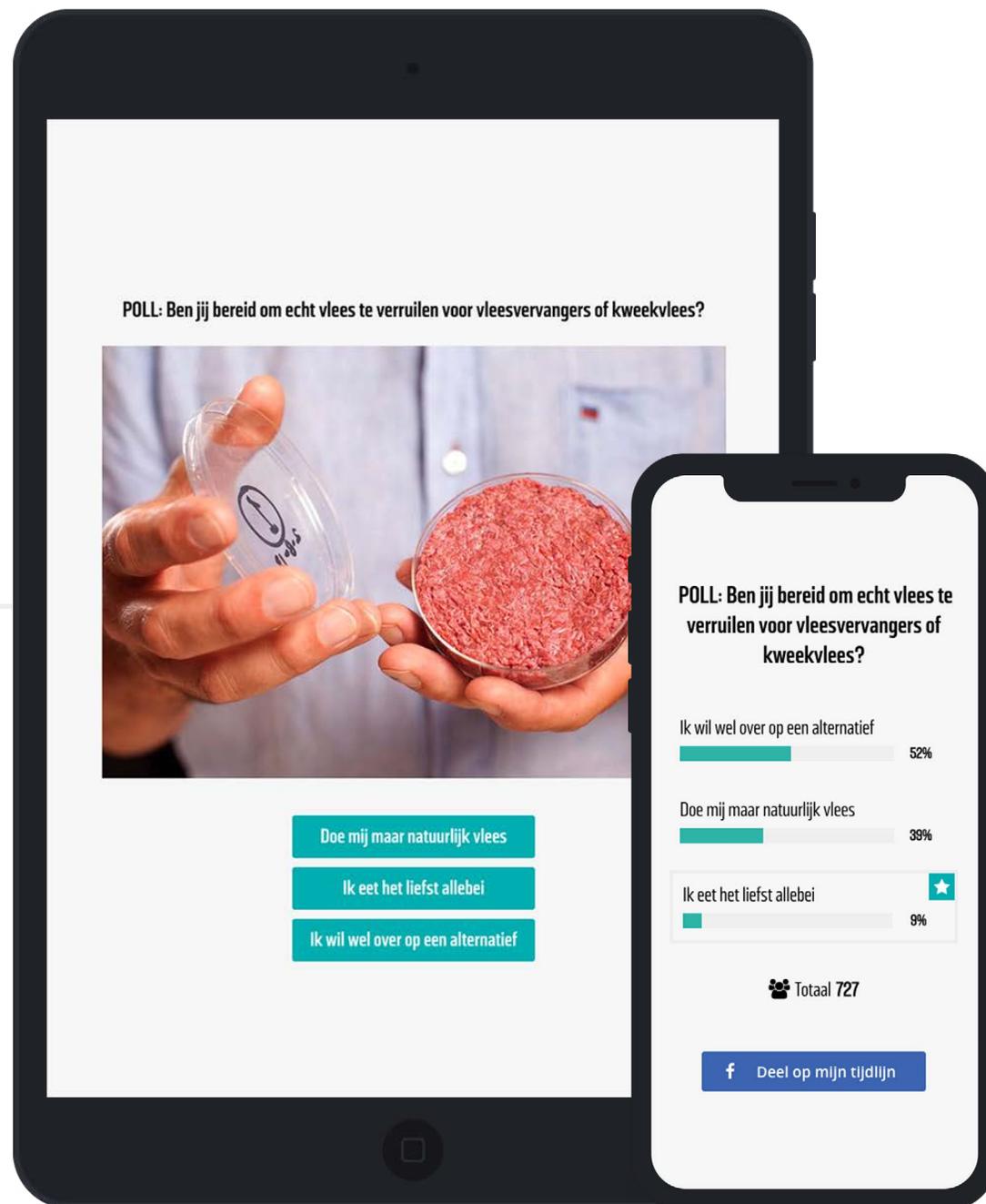
Norwegian





Poll

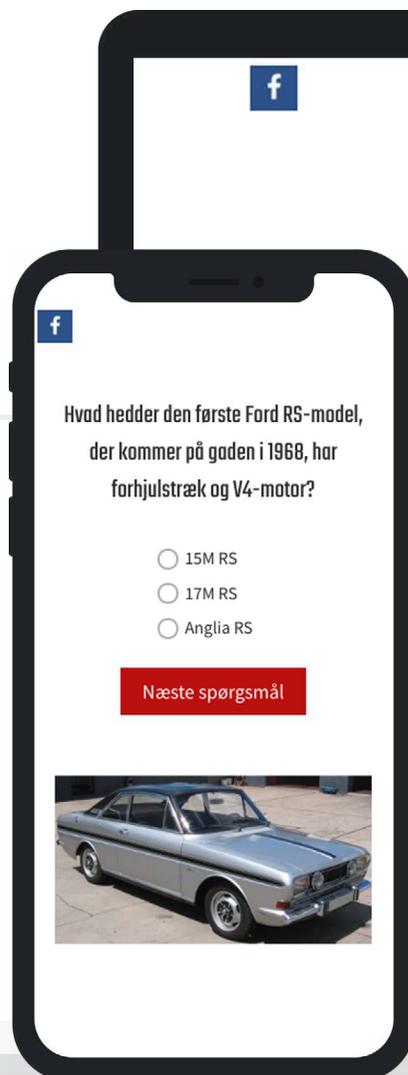
ILLUSTREERET
VIDENSKAB





Quiz

BIL
magasinet



BIL MAGASINET'S STORE FORD RS QUIZ

Ford's RS-modeller er for Ford, hvad AMG er for Mercedes og M-modellerne er for BMW. Men hvor godt kender du de rappe RS-modeller fra Ford - test din viden i quizen hér

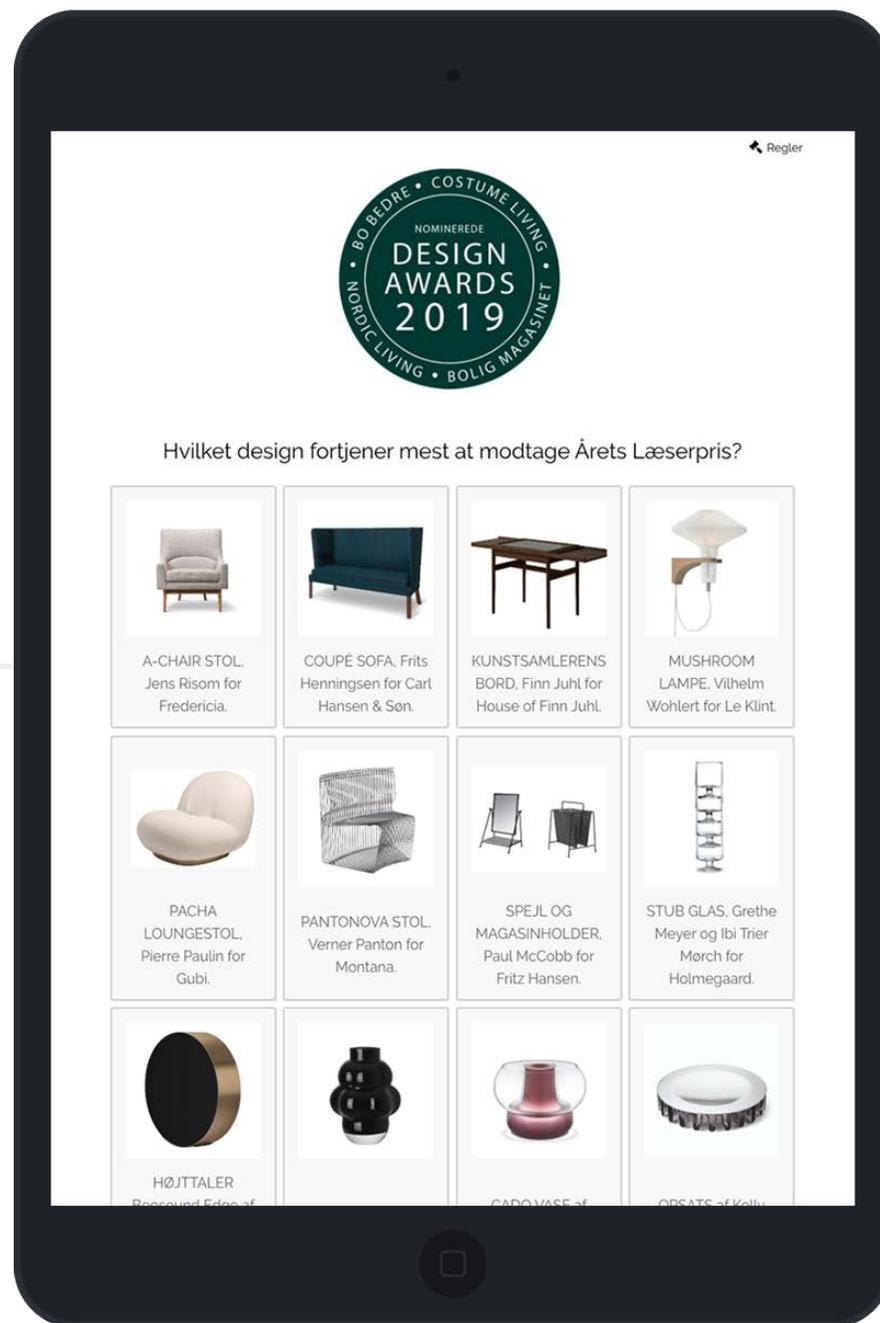


Deltag!



Vote

BO BEDRE





Quiz

WOMAN

f

Spørgsmål 5/20

Hvilket dyr bliver brugt som kølle, da Alice skal spille krocket i Eventyrland?



[via GIPHY](#)

En slange

En flamingo

En kat

Dine oplysninger

Fornavn*

Efternavn*

E-mail*

Ja tak, jeg vil gerne modtage Womans nyhedsbrev spækket med artikler om parforhold, livsstil, karriere, mode og skønhed samt markedsføring om Woman via e-mail. Du kan til enhver tid afmelde dig igen via afmeld linket. [Læs mere](#) * ?

Send



Contest

BIL
magasinet

BIL
magasinet

Regler

Bil Magasinet's BMW-quiz

Det er en betingelse for at deltage, at du siger ja til at modtage gode tilbud og nyhedsbreve.

Deltag i quizen og vind den lækre BMW Urban e-Bike til en værdi på **23.000 kr.**

Du behøver ikke svare rigtigt for at vinde BMW e-Bike. Alle der deltager i quizen lodtrækningen om BMW's nye elcykel.



Vinderen får besked via e-mail og vil ligeledes blive offentliggjort på Bilmaga

Ja, jeg har læst konkurrencebetingelserne

Deltag!

BIL
magasinet

BMW M1 var BMW's første superbil. Den brugte motoren fra BMW M5 (E28), der i M1 yder 277 hk. Men ved du, hvor hurtig BMW M1's topfart var?

187 km/t

262 km/t

311 km/t



Ready to get started?

Qualifio is the leading SaaS in Europe for interactive marketing & data collection. It allows you to easily create and publish interactive content (quizzes, personality tests, polls, and 50+ other innovative formats) on all your digital channels, and to collect data on your audiences to better engage, qualify, segment and monetise them.

How does it work?



CREATE

Choose your interactive campaign and customise it without any extra development



PUBLISH

Easily publish your campaign on your websites, mobile apps, social networks or on a dedicated minisite



COLLECT DATA

Run GDPR-compliant data collection campaigns thanks to a set of dedicated features



GET RESULTS

Visualise and extract profiles collected and campaigns statistics in real time



SEGMENT & MONETISE

Connect the platform to your marketing & data tools (CRM, DMP, SSO, email, automation, Analytics, etc.)



Request a demo and see how to quickly create
and launch your upcoming campaigns

REQUEST A DEMO

