

How betevé got closer to its audience through gamification



qualifio

&

betevé

betevé, Barcelona's own media

betevé is Barcelona's public broadcaster. Through its content, it represents all those who, in one way or another, maintain a connection with the city. To become Barcelona's leading source of information in terms of local news, betevé is present on different channels: TV, radio, web and social media.

betevé



Gamification as a lever for growth and engagement

betevé's digital strategy seeks, among other things, to improve KPIs related to the growth of its website traffic and the positioning of its brand.

betevé's main marketing challenges are to:



To achieve this, betevé started using gamification because it met its needs in terms of:



Audience attention: interactive content is **81% more** effective than static content;



Message effectiveness: interactive content increases the retention of a message by **79%** compared to static content;



Sales process optimisation: according to the Content Marketing Institute, games are more effective in the early stage of the buyer's journey;



Audience engagement: according to the Ion Interactive study, interactive content increases submission rate up to 80%.

betevé tried different free tools to create quizzes, but they all offered limited customisation options and formats.

In its search for a complete tool, betevé contacted Qualifio. They were seduced by the platform's ease of use and the 50+ templated interactive formats: **quizzes**, contests, personality tests, **promotional pop-ups**, digital games like the **wheel of fortune** and more.

In the Qualifio platform, betevé found a tool enabling the media to be reactive and publish content quickly.

What have they achieved?

betevé's objective is to become Barcelona's leading source of information in terms of local news. To achieve this, betevé wants to:



Increase engagement



Increase website traffic



Increase the time spent on the website and page views

With the Qualifio platform, betevé launches engaging marketing campaigns using different interactive formats, performs tests, analyses the collected data and finds the right combination between topic, format and target audience. This gives the media a huge competitive advantage, enabling it to deliver relevant content to its readers. betevé's digital and content strategy has taken a step forward with the Qualifio platform.

The first-party data collected through interactive experiences allow betevé to know its audience better and deliver relevant content. With the advanced statistics available for each campaign in the Qualifio platform, betevé can assess what type of content is working the best, for which audience, when and on which platform, and accordingly implement new marketing actions.

For example, with its first marketing campaigns, betevé found that two districts of the city had a lower participation rate than the other eight. The information made available in the platform allowed the media to target this non-engaged audience with a promotional campaign.

Here are some campaign examples

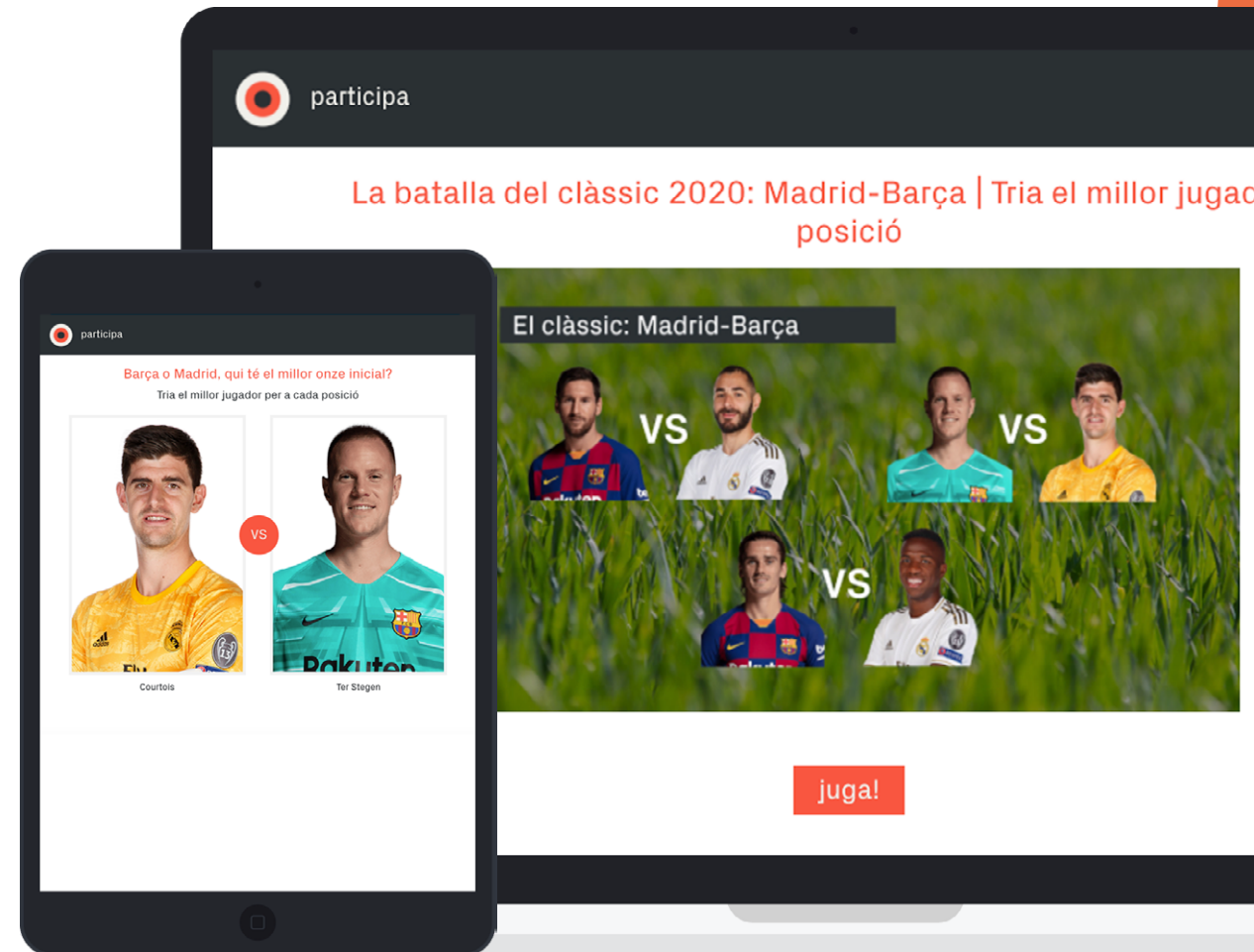


The national battle

Format: a battle

To take advantage of a topic as popular as football, and more precisely a game between the two biggest teams of the country, betevé decided to create a battle campaign. Fans were asked to choose their favourite players between FC Barcelona and Real Madrid, and build their own dreamed team.

At the end of the battle, automatic graphs with a ranking of the most popular players were displayed.





The promotion of the Asian Film Festival

Format: a puzzle promoted via promotional pop-ups

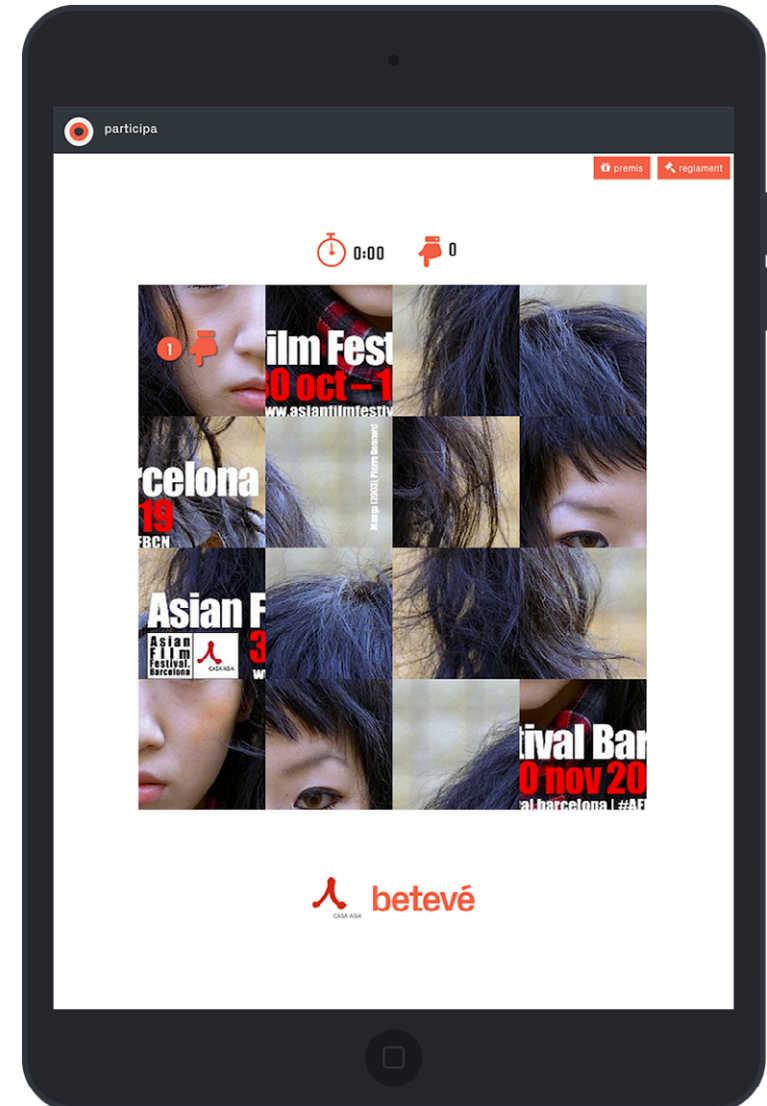
To promote the Asian Film Festival in Barcelona, betevé created a puzzle based on the festival's poster. Users were invited to rebuild the poster as quickly as possible to be included into the draw and win one of the 12 double tickets. The campaign was promoted on its homepage via a promotional footer, redirecting directly to the puzzle.



"Through these interactive campaigns, we're challenging our users and encouraging them to spend more time on our website to increase engagement and brand awareness. We're testing different types of formats to find the ones that best suit our objectives."

Rafel Luján

Responsible of strategy and branding at betevé





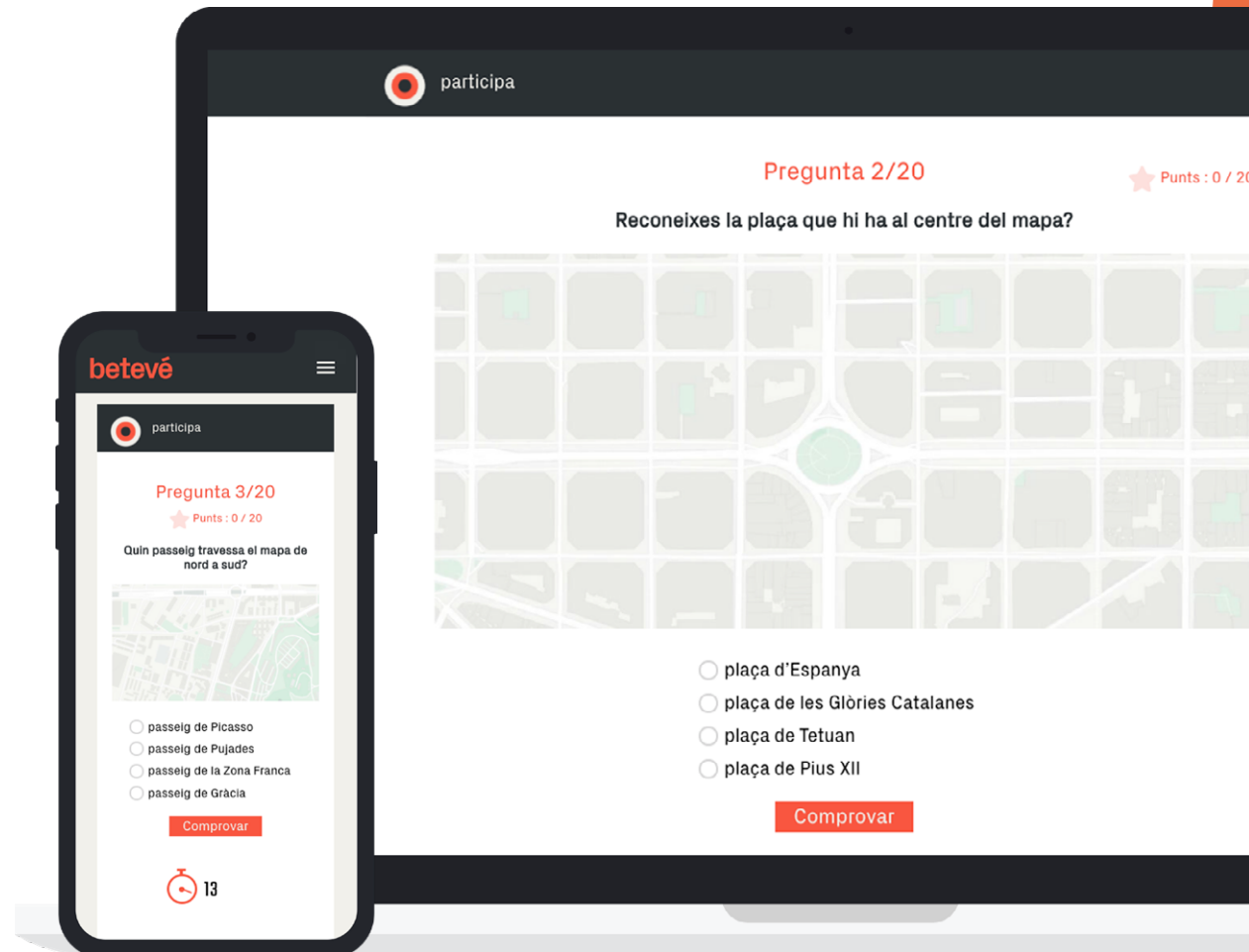
The orientation game in Barcelona

Format: a quiz with images

Another successful campaign launched by betevé is the **orientation game**. With outline maps as their only clue, participants have to answer different questions like the name of the building on the map, the name of the district, the metro station, the square, etc. To make the quiz more engaging and challenging, betevé displayed a countdown!

For betevé, interactive content has shown better results in the long term with regard to brand awareness and visibility compared to static content.

The next action to be launched by the media? Since it is specialised in local news, betevé wants to find the person that knows the most about Barcelona! To be continued...





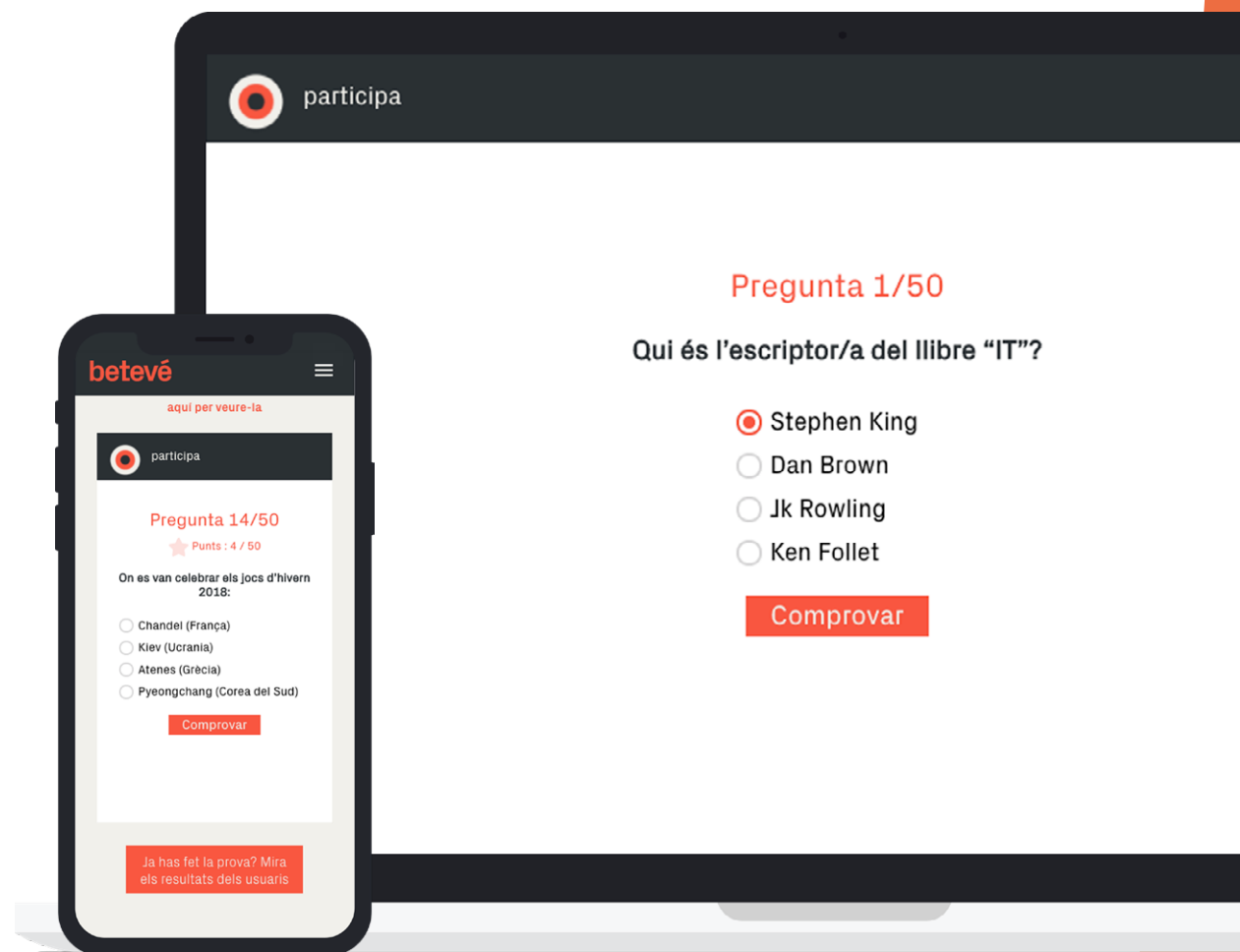
The *Guardia Urbana* test

Format: a test

For this campaign, betevé had an unexpected high participation rate. The test went viral on social media and was also relayed on other media, such as **Cope** and **La Vanguardia**. They described the campaign as a “general knowledge test about the Guardia Urbana [municipal police force of Barcelona] that triumphs online”.

It all started when betevé decided to produce content about the famous entrance exam for the municipal police force of Barcelona. It's a 50 questions test in which 88% of candidates failed. The media wanted to react quickly to surf on the news.

As the exam was public, betevé decided to take the same questions and challenge its community knowledge. Within an hour, the media created a test via the Qualifio platform and published it on its website, by embedding it in its article. The next morning, the test had gone viral, and everyone was talking about it on Twitter.



People shared their score on their social media channels and challenged their friends to do better!

30,000+

participants in the first 48 hours

60,000+

participants in the first week



Average session duration of **5 minutes**, compared to 1:30 previously.

An increase of 233%!

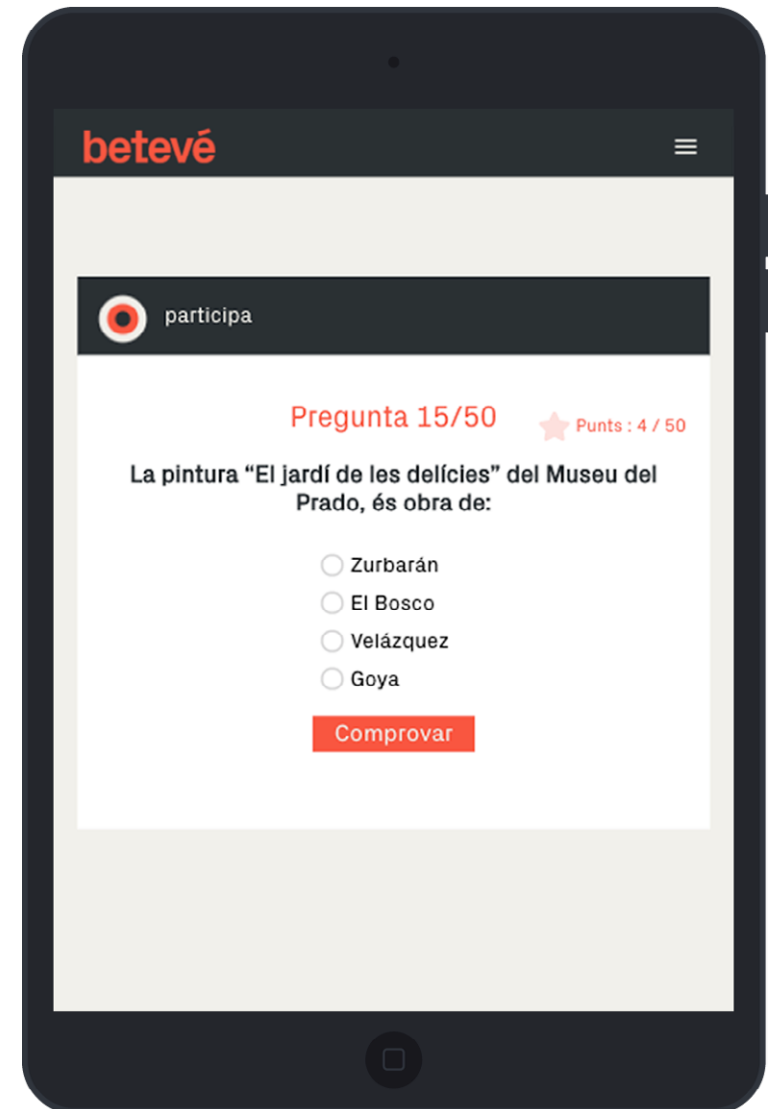
A couple of days later, betevé analysed the answers and published another article highlighting the **easiest questions but also the hardest ones**.



"We were the first one to be surprised by the virality of the campaign. Three factors helped us to make this campaign a success: doing a test to surf on the news, creating it quickly via an easy-to-use tool to be the first one, allow people to share it online and invite friends."

Rafel Luján

Responsible of strategy and branding at betevé



A last word about Qualifio?

For betevé, the Qualifio platform allows its teams, who have fully embraced the tool, to materialise their creativity. It is the perfect fit with its current business model.



"We're delighted with the Qualifio platform. It suits our media needs and objectives, thanks to the 50+ templated interactive formats. The support team and our account manager are always there to provide us with relevant feedback and ideas that help our project grow."

Rafel Luján

Responsible of strategy and branding at betevé



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

REQUEST A DEMO



What is Qualifo?

Qualifo 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.)

