

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



Context

Vocento is Spain's **leading multimedia communications company**. Thanks to the strength of its brands, Vocento has a significant presence in all areas of information and entertainment: the press, supplements, magazines, television, radio, audiovisual production, film distribution and the Internet, at the national, autonomous region and local level.

ABC

EL DIARIO VASCO

mujerhoy

LA VERDAD

IDEAL

For more than two years, Vocento uses the Qualifio platform to approach 3 types of users defined as anonymous, prospects and registered users. With gamification and data collection, the company seeks to achieve two main objectives: increasing the database of registered users and their segmentation.



"For our national daily newspaper, ABC, over 50% of our monthly registered users are obtained thanks to the actions we are putting into place with the Qualifio platform. So far this year, ABC alone has created 500 actions."

Laura Velasco

User Strategy Director @ Vocento



The hottest topic in the media business right now is the unexpected growth in paid subscriptions. The big newspapers have switched to a model where the content is accessible only to paid subscribers and are accumulating 100% digital subscribers. In order to adapt to this new business model, Vocento aims to improve its audience knowledge, not only for the creation of tailored content but also to offer relevant advertising to its users at the right time. And that's where Qualifio comes in and becomes a key partner.



VOCENTO'S DIFFERENT USER TYPES



Anonymous users: their behaviour on the website is registered via a cookie. If they do not return to the website in 90 days, all their information disappears.



Prospects: the only personal data known is their email address. The prospect's browsing through the media is similar to an anonymous user, except that it does not disappear after three months.



Registered users: they are logged in, Vocento knows their information and their online behaviour. The next challenge is to convert them into paid subscribers.

The challenge

Vocento is a group made up of many different media outlets. They needed a tool that would suit them all and easy to use.



Need to **segment** visitors: gender, age, interests, preferences,...;



Monetize their visitors database;



Generate identified registrations;



Generate loyalty and engagement of their visitors so they return to the media outlet;



Integrate the new tool with those of Vocento: all the tools must communicate with each other (DMP, SSO, Marketing Automation,...).

The solution

With Qualifio, Vocento has now a tool to create interactive marketing campaigns and collect qualified and relevant data on its audiences. The collected information is used to segment them afterwards and send them targeted communications.

1. Segmentation of the visitors database

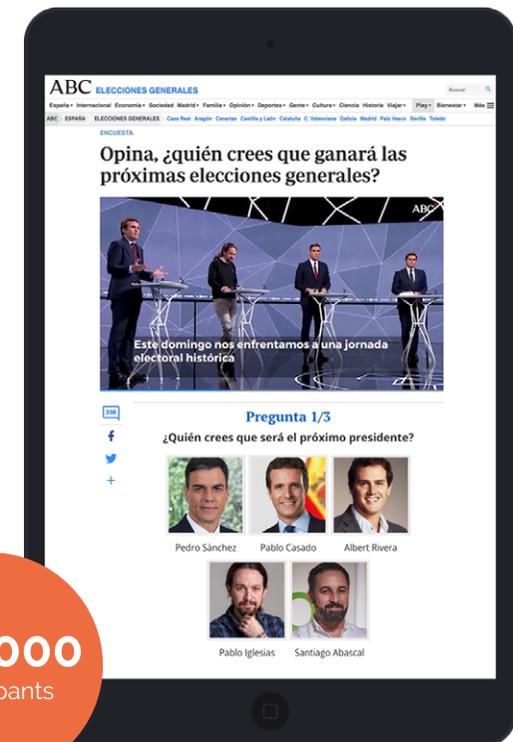


ANONYMOUS USERS:

gender and **age** are asked through interactive campaigns, via a form. All this information is then sent to Vocento's **DMP** thanks to the integration between the tools. Because of the collected information on its audience, Vocento can now sell ads to a higher price, which can be better targeted.

For example: Vocento knows that people of a certain age are interested in politics, because they have participated in a quiz related to the November's election debate, and have also visited the politics section of the website.

Campaign for Spain's 10 November election debate:



142,000 participants



PROSPECTS:

the visitor participates in an interactive campaign with their email and gives their consent via an opt-in, allowing the media outlet to send personalised emails afterwards.

All the **collected information** (of interests, preferences, campaigns participation, etc.) are then sent to their **marketing automation** tool to segment their different audiences. Personalised and targeted communications are then sent to each of these segments.



REGISTERED USERS:

the necessary data (first name, last name, age, email address, gender, etc.) are collected via a **registration form**. In exchange for this data, the media offers a reward to the participants (a discount, a gift, etc.). After their website registration, they can then use the same username to participate in the campaigns, created with the Qualifio platform, via an **SSO integration**.

This is an example of a campaign that got 10,100 participations, of which 5,877 were new participants; with a 13.5% CTR.

STAR WARS CONTEST

10,100

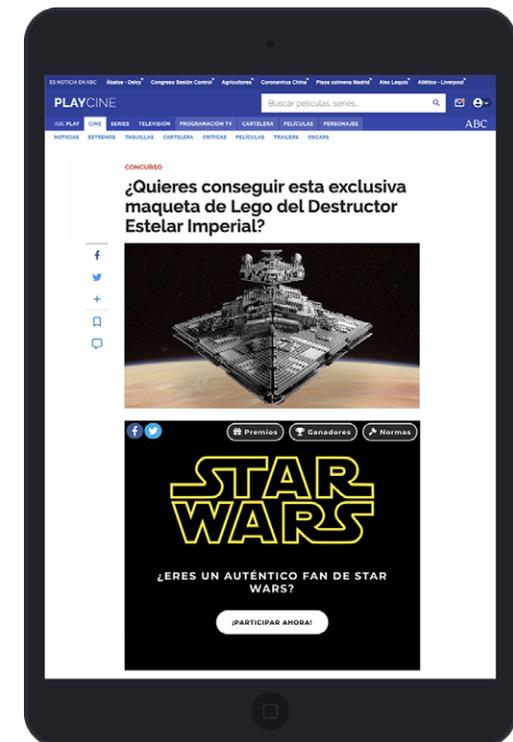
participations

5,877

new participants

13.5%

CTR



2. Monetisation of the database



The **most popular campaign formats** allowing a higher segmentation are sold to advertisers;



With segmented advertising, Vocento has a bigger **impact** on users, either anonymous or registered;



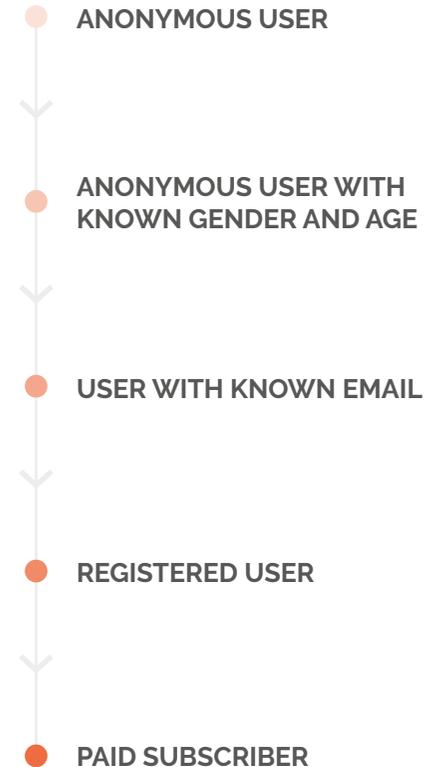
Vocento increases the number of **paid subscribers**.



"For us, acquiring registrations is already an asset for the company. I have a database that I can leverage and to which I can finally sell something: subscription, advertising campaigns, etc."

Laura Velasco

User Strategy Director @ Vocento



3. Loyalty and engagement

Vocento includes directly its interactive campaigns in articles that are written by its editorial team with an iframe. This type of campaign attracts a higher number of participation and increases the engagement rate. They also increase loyalty.

4. Integration with Vocento's tools

Vocento has connected the Qualifio platform to its marketing and data tools (CRM, DMP, SSO, etc.). All the data collected via the platform is sent to the tools.

Why Qualifio?

Vocento decided to focus on gamification and data collection with the Qualifio platform for different reasons:



The tool's **ease** of use;



Variety of **interactive formats** (quiz, personality test, battle, etc.);



Interactive formats are addictive and recreational;



Data collection under GDPR standards;



The ease of **integration** with other tools;



The **ease of management** of different user accounts, with different roles and level of access to the platform.

Positive effects on the work methodology

- Each media is now able to **monetize** its database, build audience **loyalty** and increase **the number of registered visitors** thanks to gamification.
- The editorial and sales teams now work together. The campaigns integrated into the journalists' articles generate not only **visits** but also **data** that both teams can exploit.
- Vocento's smaller media take advantage of the actions created via the Qualifio platform by larger media and adapt them for their audiences.

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.)

