

# Interactive content as a lever to generate traffic and qualify data

The NGroup success story



qualifio

&

NGROUP

**NGroup** is the media group bringing together the French-speaking radio stations Nostalgie, NRJ and Chérie in Belgium.

**NOSTALGIE**



*Chérie*

In 2012, NGroup was one of the first media groups to test the Qualifio platform, alongside the **Rossel, RTL and Roularta** groups. The idea of going digital and using interactive content to build lasting, meaningful connections with its listeners had appealed to the group. Due to a lack of digital resources, NGroup had not fully invested in the Qualifio platform and interactive marketing. It has only been two years since the group decided to focus on all its brands' digital strategy with a very different DNA.



*"The weakest link in a mass media group is that we speak to 900,000 listeners every day, whereas ideally, we would like to speak 900,000 times to a listener we know and recognise. Getting to know our listeners better is a strategic priority that will enable us to meet their expectations better. Digital allows us to do this by qualifying our visitors and creating standard profiles from the qualitative data we collect."*

**Kim Beyns**  
COO of NGroup



According to Solenn Bouw, head of digital working at NGroup for eight years, Qualifio was one of the levers that enabled them to achieve two essential marketing objectives:



**Traffic generation** and the increase in the number of page views on its website;



**Customer data qualification** and the growth of its CRM database to build a real community.

How did NGroup manage to integrate Qualifio's interactive formats into its strategy? What impact has the pandemic had on its digital actions? What are its next challenges? This is what we have discussed with Solenn Bouw and what you'll find in this success story. Have a good read!



*"Compared to the past second quarter (2019) and despite the lockdown, we had an increase of more than 150% in page views on our articles containing Qualifio campaigns. These interactive campaigns are very popular with our audience. They enable us to increase our traffic and keep users on our pages while collecting qualitative data."*

**Solenn Bouw**

Head of digital at NGroup



# A strategy adapted to the DNA of each brand

Nostalgie, NRJ and Chérie have different targets in terms of age. Nostalgie is aimed at an adult audience between 30 and 65 years old, with its core target being people between 40 and 60 years old. NRJ, for its part, takes the lead in the under-35 age group and is aimed at a young audience, with its core target group made up of people aged 12 to 34. Finally, Chérie's core target group is between 25 and 44 years old.

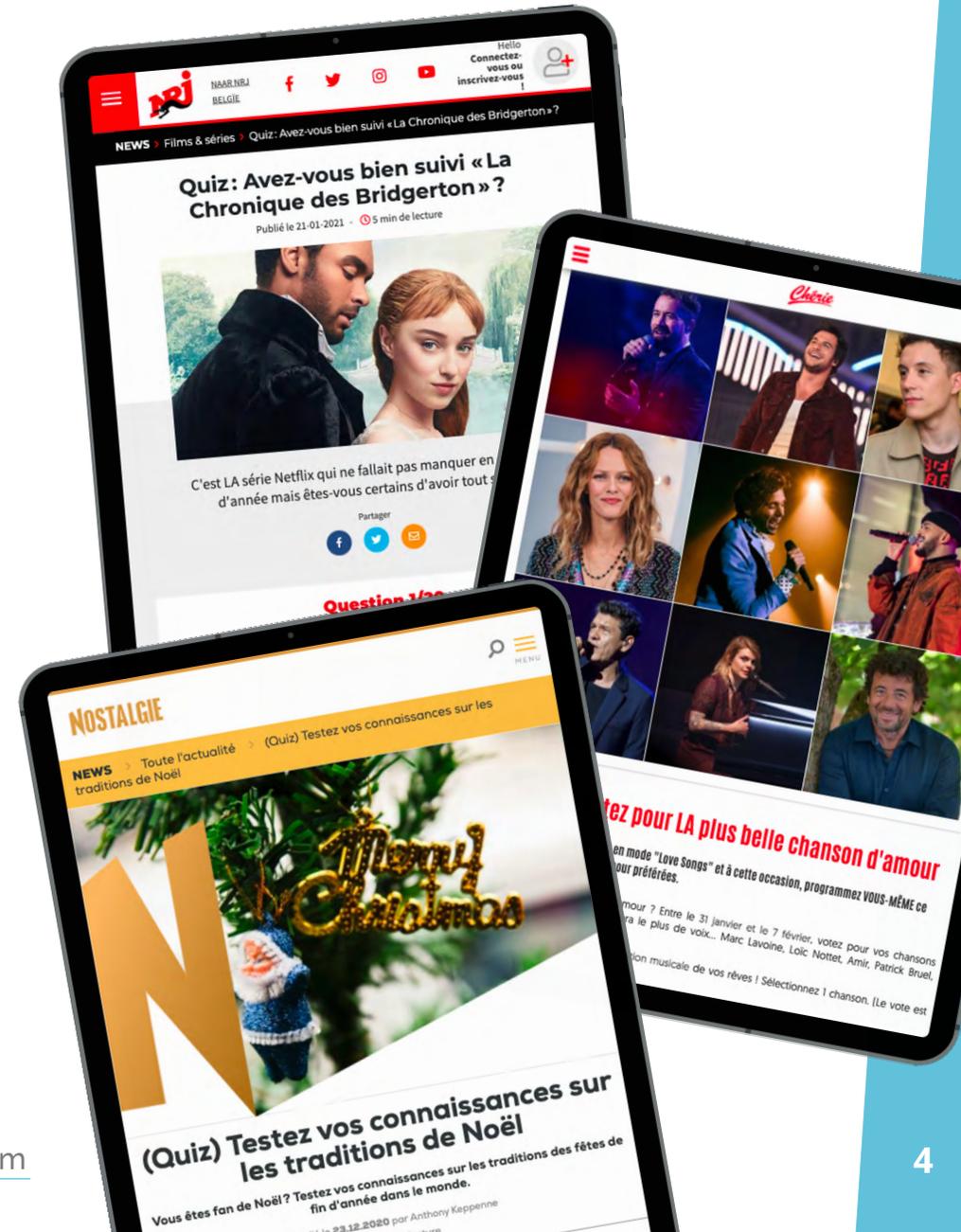
The three brands use the Qualifio platform to create interactive content (quizzes, contests, personality tests, and **other animated games**) adapted to their target audience's interests. The tone used, the universe and the themes differ from one brand to another, but they all rely on two types of content:

## 1. Timeless content.

These are available all year round on their respective websites and bring them traffic regularly.

## 2. Temporal content.

These are large marketing operations, contests with nice prizes launched at a certain period, and a fixed duration.



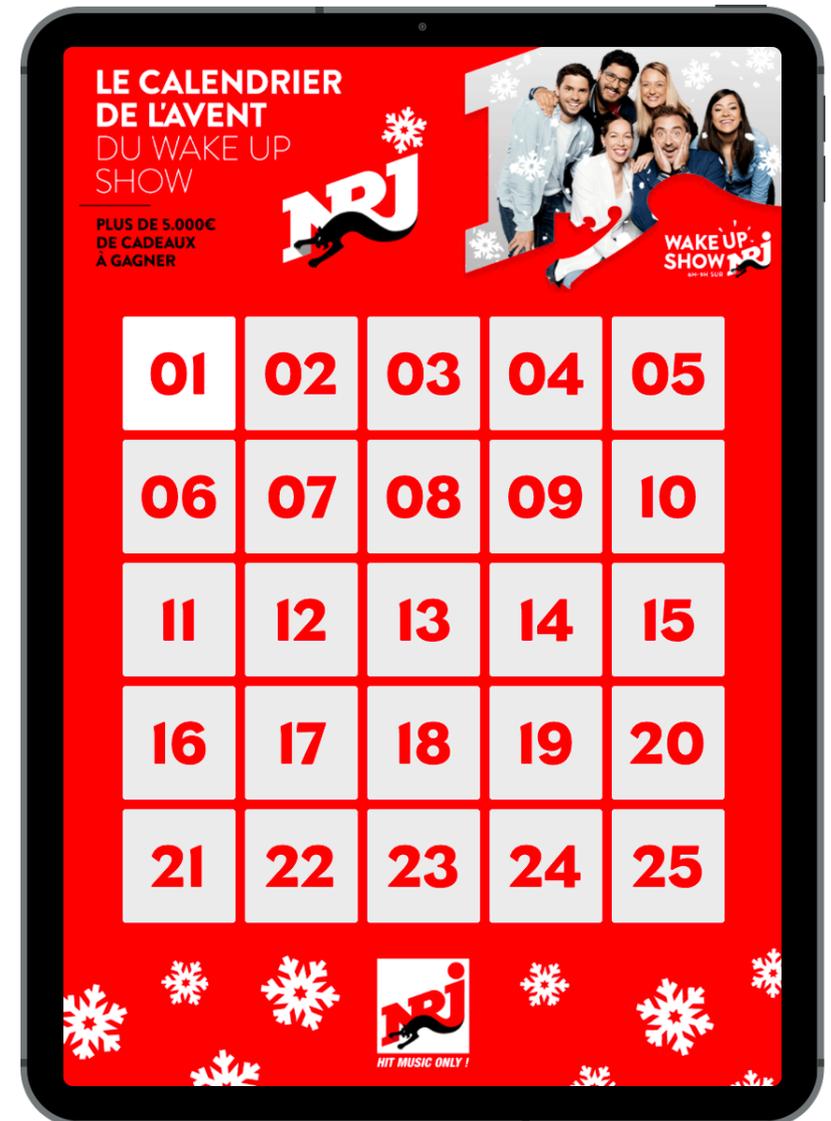
# When the radio serves the web

"Our brands are moving towards digital. Therefore, we need to create a bridge between radio and digital to serve the brands and the group at large", says Solenn Bouw. This desire to draw more parallels between the antenna and the web allows the group to increase brands' websites traffic.

The Advent calendar of NRJ is a perfect illustration of this. Last year, the calendar was exclusively web-based. The radio hosts had to promote it on air every morning. This year, to increase their efforts, the calendar was available on radio and the web. Listeners could try to win different prizes every day on the antenna and online on NRJ's website, thanks to a second chance campaign.

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The **Advent calendar** is an ideal format for NRJ advertisers. Every day, the brand has the opportunity to highlight a different partner, both on-air and on the web.



# An exceptional traffic boom

Following the broadcast of the Harry Potter films by the French TV channel TF1 during the first lockdown, NRJ took the opportunity to create content around the saga and, more specifically, interactive quizzes of around twenty questions. Before each film is broadcast, users could test their knowledge and challenge their friends. The **lockdown context**, the Harry Potter subject and NRJ's young audience made these quizzes a success with more than 670,000 participations!

As a result, compared to the past second quarter (2019), traffic on pages with interactive content has increased considerably despite the lockdown:



150% increase in page views

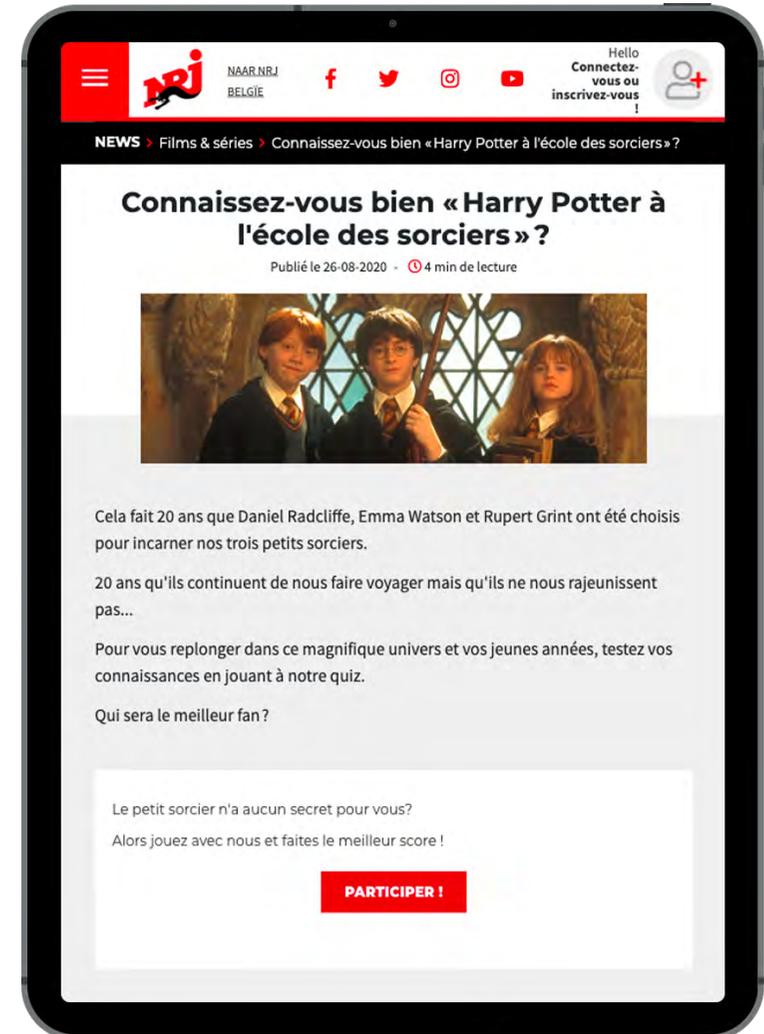


15% increase in time spent (between 2'30 and 3'00 minutes)



4% decrease in the bounce rate

670,000+  
participations



# An exceptional traffic boom

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*“With the crisis, our working methodology has changed; we have had to question our habits. We have always produced content, but with the lockdown, the creation of interactive content has increased. This kind of content works, and allows us to increase our traffic, keep users on our pages while collecting qualitative data. Our goal is now to produce one interactive campaign with Qualifio per week.”*

**Solenn Bouw**

Head of digital at NGroup



# From data collection to segmentation

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85% of the campaigns created with the Qualifio platform are identified campaigns.  
This means that a form is inserted in these campaigns to collect data.

- Data collection (age, gender, location) and newsletter opt-ins via Qualifio campaigns
- ↓
- Qualification of the data collected in the Qualifio platform
- ↓
- Automatic sending of data to the Actito marketing automation platform and data optimisation

## NOSTALGIE

### Your details

First name\*

Last name\*

Email\*

Subscribe to Nostalgie's newsletter

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



# From data collection to segmentation

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The group's next challenge is the creation and precision of customer segments based on musical genres or listening habits, for content retargeting or external monetisation purposes.



*“Qualifio is an obvious lever to qualify our data. The platform helps us to create creative content through a variety of formats, generate traffic and broaden our CRM base by offering exchange value to our audience. Now it's up to us to build loyalty with personalised newsletters via Actito and the creation of segments.”*

**Solenn Bouw**

Head of digital at NGroup



## Want to discover other success stories like this one? Have a look at the story of Vocento!



The image shows a collage of Vocento's digital presence. On the left, the 'vocento' logo is displayed in white on a blue background. In the center, a smartphone displays a news article with a 'STAR WARS' graphic. To the right, a laptop screen shows a news article with the headline '¿quién crees que ganará las elecciones generales?' and a photo of three men on a stage.

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

[Read now](#)

**Vocento**, one of Spain's most important media groups, with leading newspapers such as **ABC**, generates more than 50% of its registered users with Qualifio. To maintain its position, Vocento has set itself ambitious goals.

**In this success story**, find out how the media group achieves them by segmenting its visitors, building meaningful connections with its audience and monetising its qualified audience.

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

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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.)

