

In 2019

La Provence integrates interactive content into its digital strategy

3 main objectives:

**ACQUISITION**  
Marketing team

**ENGAGEMENT**  
Editorial team

**VISIBILITY**  
Sales team



"We started using Qualifio following a request from the editorial team to have a tool independent of advertising. Today, we also use the tool to encourage the creation of accounts and to highlight our partners. We have a hands-on tool that helps us to generate interaction, saves time and enables us to be agile."

Mathieu Cochelin

Director of digital activities @ La Provence



A calendar punctuated by interactivity

EDITORIAL QUIZZES ON POPULAR TOPICS

"100 years of the French highway code"

15

questions

15,000

participations



SPONSORED GAMES AND CONTESTS WITH PRIZES FROM PARTNERS

"Play and win your Corsica basket"

4,037

participants



QUIZ ABOUT OLYMPIQUE DE MARSEILLE MATCHES

"Note the performance of the Marseillais"

38

campaigns created

14,075

participations



The next step

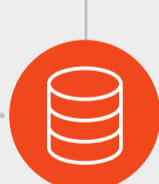
Integrate Qualifio into their technical ecosystem around their customer base and their marketing automation platform.



QUALIFIO

Generation of customer accounts via contests

CUSTOMER BASE  
Automatic sending of customer accounts to the CRM



MARKETING AUTOMATION PLATFORM

Creation of marketing automation scenarios



"The ultimate goal is to create different audience segments to push targeted emails and encourage these segments to subscribe to our newspaper."

Mathieu Cochelin

Director of digital activities @ La Provence



The final word: ultra-local and ultra-proximity

"We are trying to focus on our core business to boost acquisition and retention and create an even stronger bond with our community. We rely heavily on the exchange with our audience, both digitally via the launch of our debate space, the redesign of the comments section, the contests, and physically via our walks in the local countryside, round tables, etc."

Mathieu Cochelin

Director of digital activities @ La Provence

