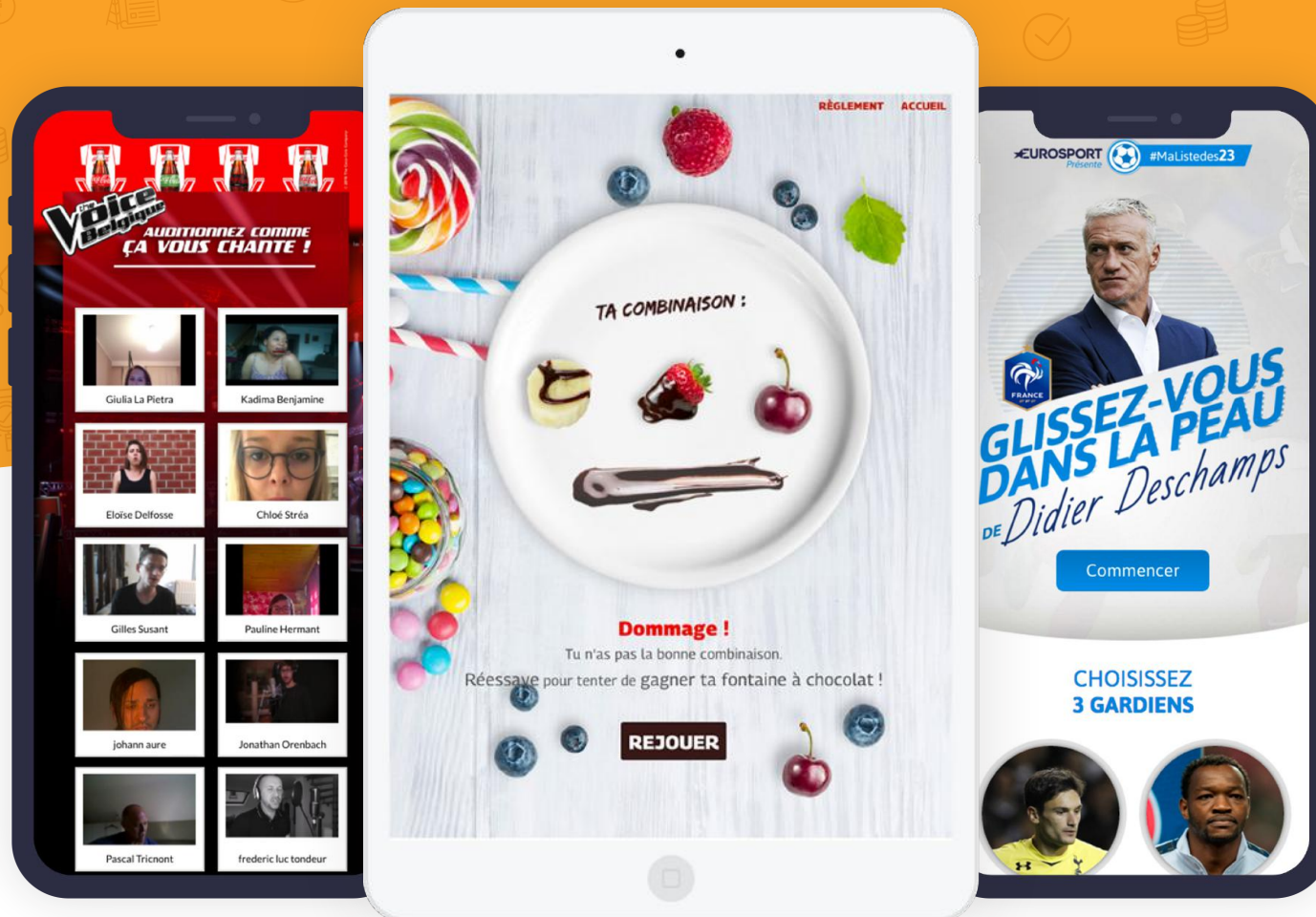




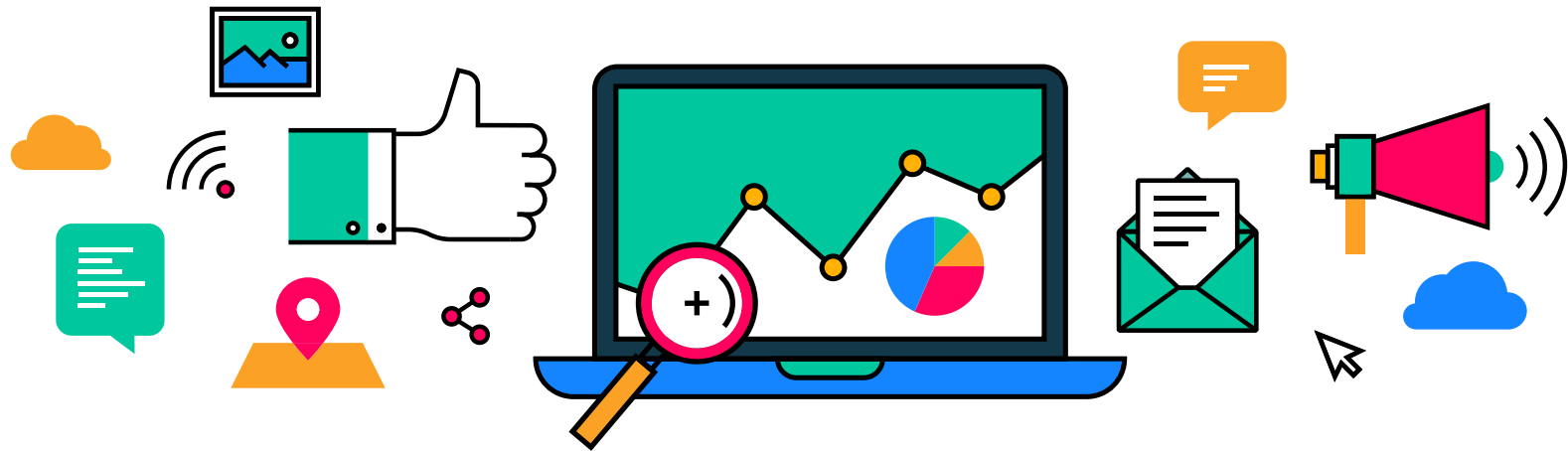
# HOW 9 LEADING EUROPEAN MEDIA COMPANIES USE QUALIFIO TO ENGAGE, SEGMENT & MONETIZE THEIR AUDIENCES



# INTRODUCTION

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For the last 10 years, media companies have been facing a growing number of challenges to succeed in their digital transformation: declining audiences of traditional media, adaptation of the newsroom to new distribution channels and formats, difficulties to monetize content on web & mobile, fierce competition from Facebook & Google for advertising revenue, etc.



These challenges have been faced at all levels: newsroom, marketing, data, advertising sales... Ambitious projects have been launched and technical platforms have been adopted to adapt to these new, fast-changing realities: adoption of new publication tools, better knowledge and segmentation of audiences, new advertising formats, etc.

The adoption of the Qualifo platform within a publishing or media company contributes to answer some of these challenges:



**Bring more  
interactivity and  
virality to content**



**Generate leads for  
funnel to convert free  
to paying customers**



**Better know and  
segment audiences**



**offer advertisers  
new & innovative  
advertising formats,  
across all channels**

In this ebook, we put together some of the most successful campaign examples from our media customers, who opted for interactive contents instead of static ones in order to achieve their marketing goals.

# EUROSPORT

The Eurosport Group is Europe's premier multimedia sports platform. Since 1989, Eurosport has gone from a simple TV channel to a powerful multimedia platform in the sporting world, offering 6 TV channels, 15 websites and a large variety of apps for smartphones and tablets. Each year, Eurosport broadcasts over 100 different sports and presents the world's greatest sporting events, such as the tennis Grand Slam, the Tour de France and the World Athletics Championships.

## WHY ARE THEY USING INTERACTIVE MARKETING?



**Editorial animation**



**Generate visibility on social media**



**Engage their audience**



**Data journalism**  
using the results for editorial purposes: articles, photo, videos

## EXAMPLE VOTE “MY ROSTER OF 23”

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To stimulate interest in UEFA EURO 2016, Eurosport offered their visitors the opportunity to put themselves in the shoes of five European football managers and pick the roster of 23 players they would select for the EURO. Through its fruitful collaboration with Qualifio, Eurosport was able to engage its audience while generating high visibility on social media, well before the tournament kicked off.

## ROI

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**1.1 million**  
participants



**4.5 million**  
page views



**280,000**  
shares on social  
media



# #2 GULLI

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Gulli is Lagardère Active Group's French television channel dedicated to children's programming from 4 to 10. To retain young viewers and attract new ones, the channel reinforced its online presence with a website bringing together animated cartoons, series, replays but also colouring to print, playful activities for family and interactive games with prizes to win.

## WHY ARE THEY USING INTERACTIVE MARKETING?

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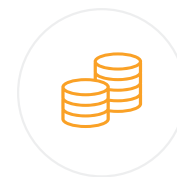
**Collect  
opt-ins**



**Boost Gulli  
accounts creation**



**Entertain & engage  
their audience**



**Increase sponsorship  
revenues**  
by giving greater visibility to  
partners through interactive  
branded content



## EXAMPLE JACKPOT “THE CHOCOLATE FOUNTAIN”

Gulli set up a Jackpot campaign sponsored by Yoocook and Gobel, two kitchen utensils manufacturers, and invited its audience to try to win chocolate fountains. To win, participants had to get three same fruits in a row. For this campaign, Gulli used its own authentication system by integrating its own SSO (Single Sign-On) to Qualifio platform: participants had to log in with their existing account in order to play. That way, they had an incentive to create a Gulli account.

ROI

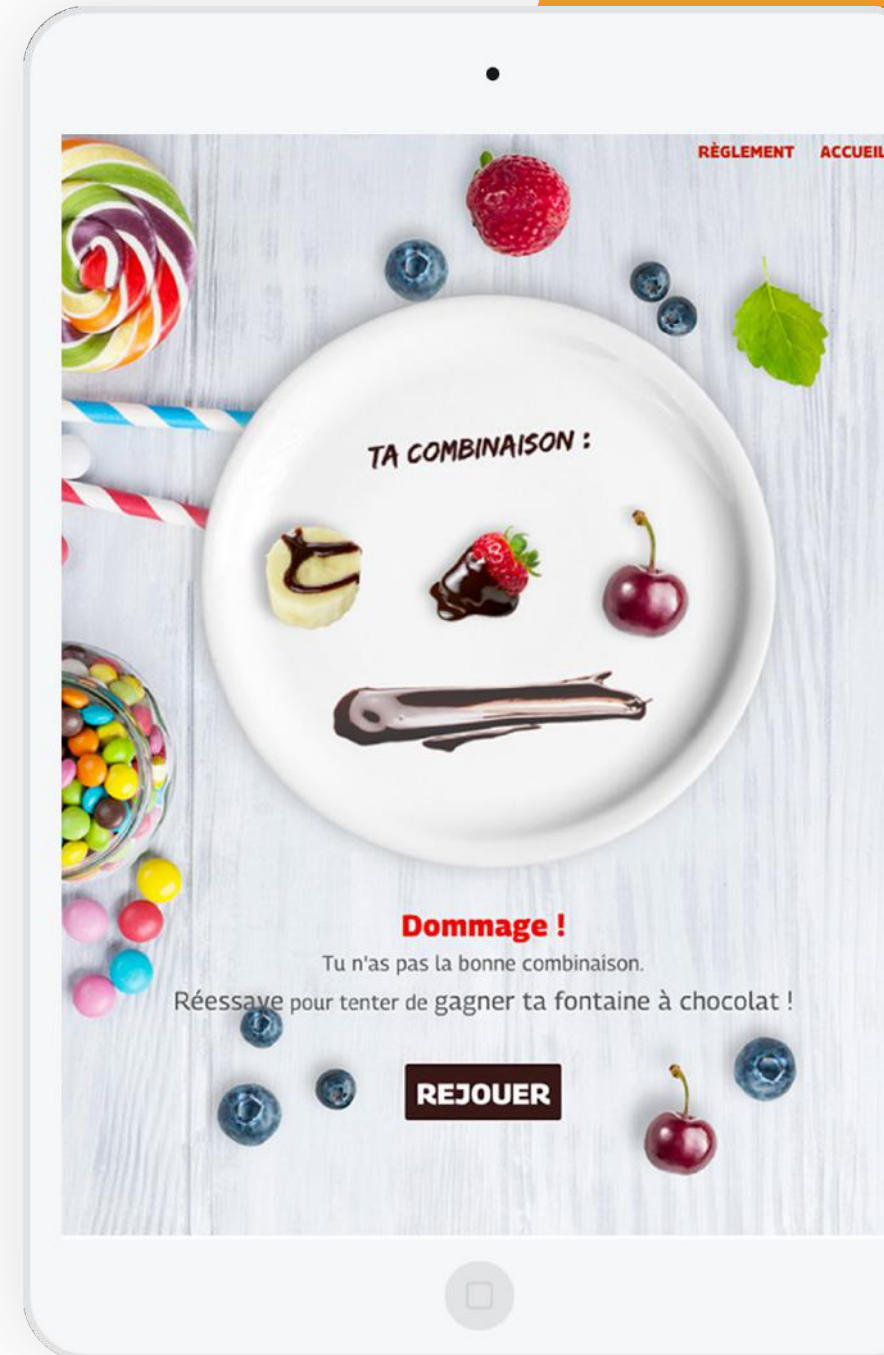


**231,763**  
participations



**405,219**  
page views

**Tip:** Like the French television channel Gulli, increase your ad revenue by refreshing the ads: each time a participant goes to the next question, the page is refreshed and the ads around are updated automatically.



# DE STANDAARD

With Qualifio, the Belgian daily newspaper De Standaard creates numerous interactive campaigns that allow them to talk about politics in a creative way and make “serious” topics more attractive. These campaigns, if often entertaining, are always pure editorial content: it is not about carrying out contests or having the audience win prizes. It is about offering moments of interaction and fun, while continuing to carry out their mission as a media, which is to inform people.

## WHY ARE THEY USING INTERACTIVE MARKETING?



**Engage readers**



**Editorial animation**



**Generate high visibility  
& virality on  
social media**



## EXAMPLE IMAGE-BASED QUIZ “TRUMP OR TARANTINO: WHO SAID IT?”

The “Trump or Tarantino: Who said it?” game is an example of pure editorial content. Instead of just writing an article about the shocking quotes of Trump, De Standaard had the idea to mix those up with quotes from Tarantino's movies in a very creative quiz. Participant had to guess who, among the US president and the film director who loves satirical subject matters, said a particular quote.

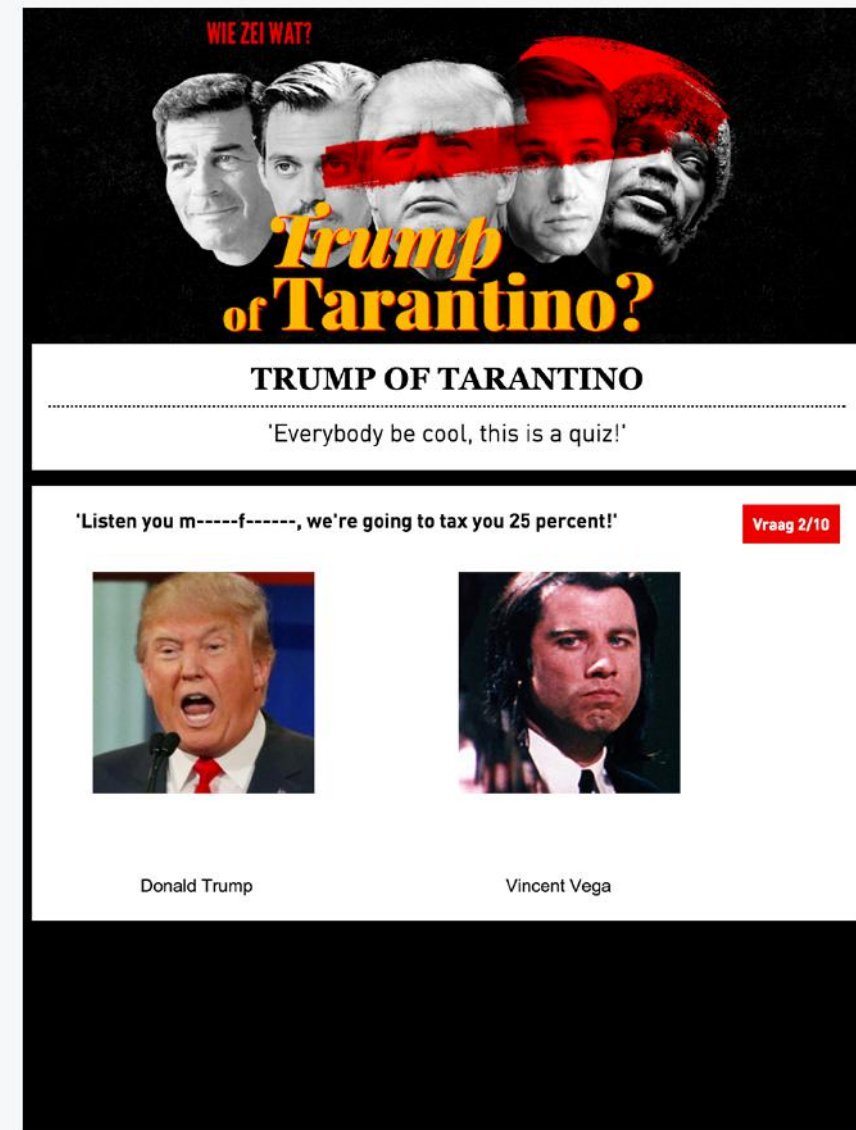
### ROI



**10,000**  
games played



**50**  
Facebook shares



## EXAMPLE PERSONALITY TEST “ARE YOU MORE LIKE DONALD OR HILLARY?”

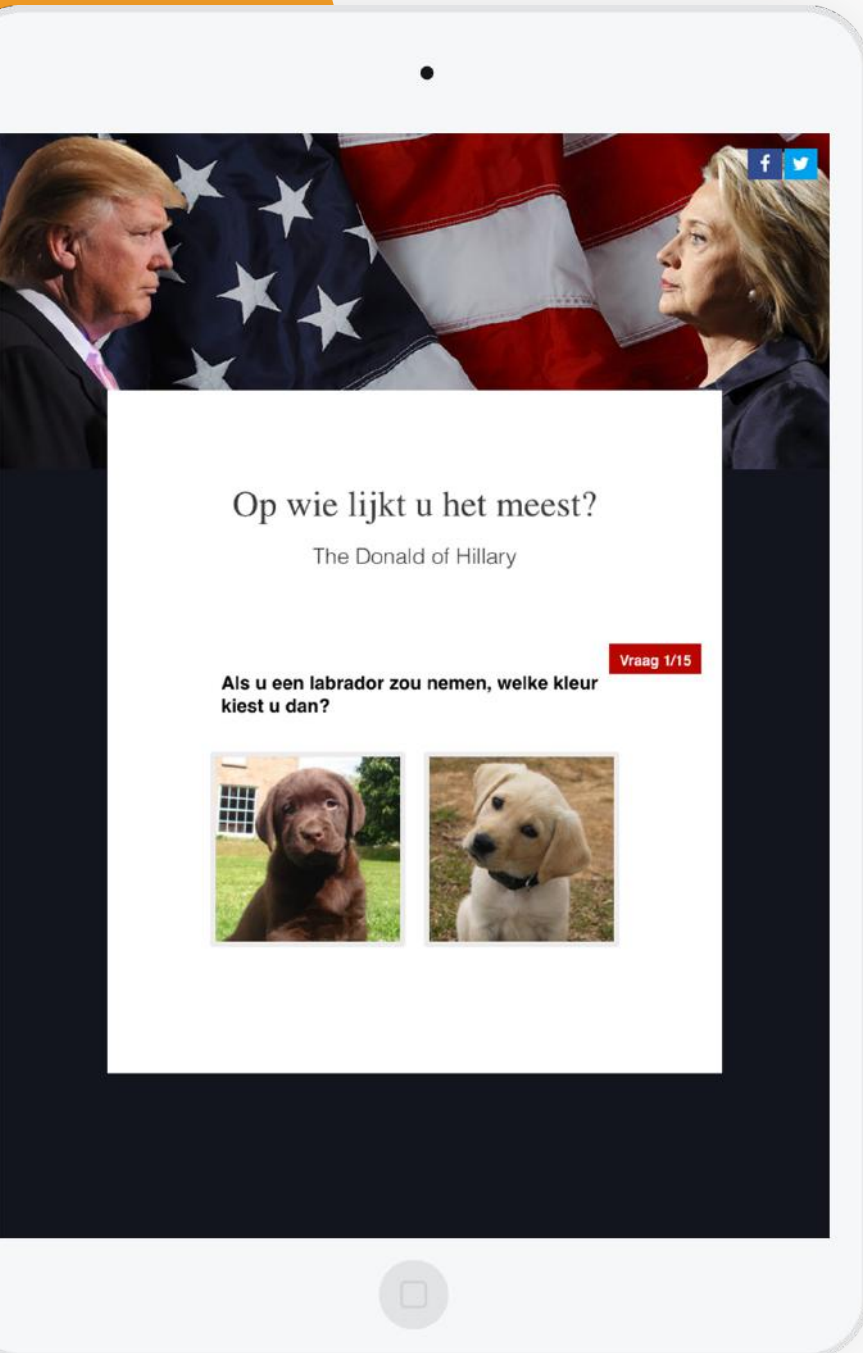
The “Are you more like Donald or Hillary?” personality test was also very appealing to De Standaard's audience. Questions were based on the candidates' programs and ideas and on their personality. Based on their answers to those questions, participants had the opportunity to find out the candidate that was the best match for them.

ROI



**+50,000**  
games played

**Tip:** The use of interactive content in your articles allows you to significantly increase the average time spent on your pages, and therefore the value of your ad spaces.



# FRANCE TÉLÉVISIONS

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France Télévisions is the French public national TV broadcaster offering nine public television channels. On February 5 2018, the group launched a new digital platform, France.tv slash, in order to present content adapted to social media generation's non-linear habits. A new offer intended for young adults, 100% based on video with series, documentaries, interviews, animations, etc. France.tv slash is available on France.tv, as well as on several social media like Instagram, YouTube, Twitter and Facebook.

## WHY ARE THEY USING INTERACTIVE MARKETING?

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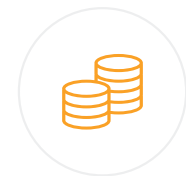
**Editorial animation**



**Engage & entertain  
their audience**



**Collect accurate  
consumer data and  
qualify them**



**Increase sponsorship  
revenues**  
by giving greater visibility to  
partners through interactive  
branded content

## EXAMPLE VOTE

### “LES VICTOIRES DE LA MUSIQUE”

“Les Victoires de la Musique” is an annual French awarding ceremony, equivalent of the Grammys, that awards the best musical artists of the year in different categories (best male and female artist, best album, etc.). One of the awards, the “Best original song of the year”, is elected by the public via SMS or on France TV's website. Since 2013, France Televisions uses Qualifio to manage all the voting processes for this award, through a video contest format: all the songs' video clips are uploaded in the Qualifio campaign, and participants can watch them all before voting for their favourite. To confirm their participation, they have to fill in a form with their contact information.



# RTL BELGIUM

RTL Belgium is a subsidiary of the audio-visual group RTL and the market leader among the French-speaking Belgian TV channels and radio stations. In Belgium, the group has three channels watched by more than two million viewers and two radio stations with 600.000 daily listeners. On the web, the group's website RTLinfo.be attracts more than 275.000 visitors each day that are entertained, among other things, through interactive formats.

## WHY ARE THEY USING INTERACTIVE MARKETING?



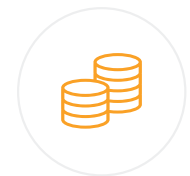
**Drive engagement**



**Increase fans & followers on social networks**



**Boost newsletter subscriptions & RTL profile creations**



**Increase sponsorship revenues**  
by giving greater visibility to partners through interactive branded content

## EXAMPLE PRIZE DRAW “TRIP TO DISNEYLAND PARIS”

Radio Contact, one of RTL Belgium's radio stations, gave a huge opportunity to 180 of its listeners. The radio station created a prize draw for a chance to win a weekend to Disneyland Paris and an entry for the VIP party with the DJ Henri PFR. To have a chance to be one of the 180, participants had to answer correctly a question about Star Wars and validate their participation by entering their contact details. Radio Contact also used a Facebook Gate inviting people to like its Facebook page just before entering the game.

### ROI



**53%**  
opt-ins



**19,555**  
games played



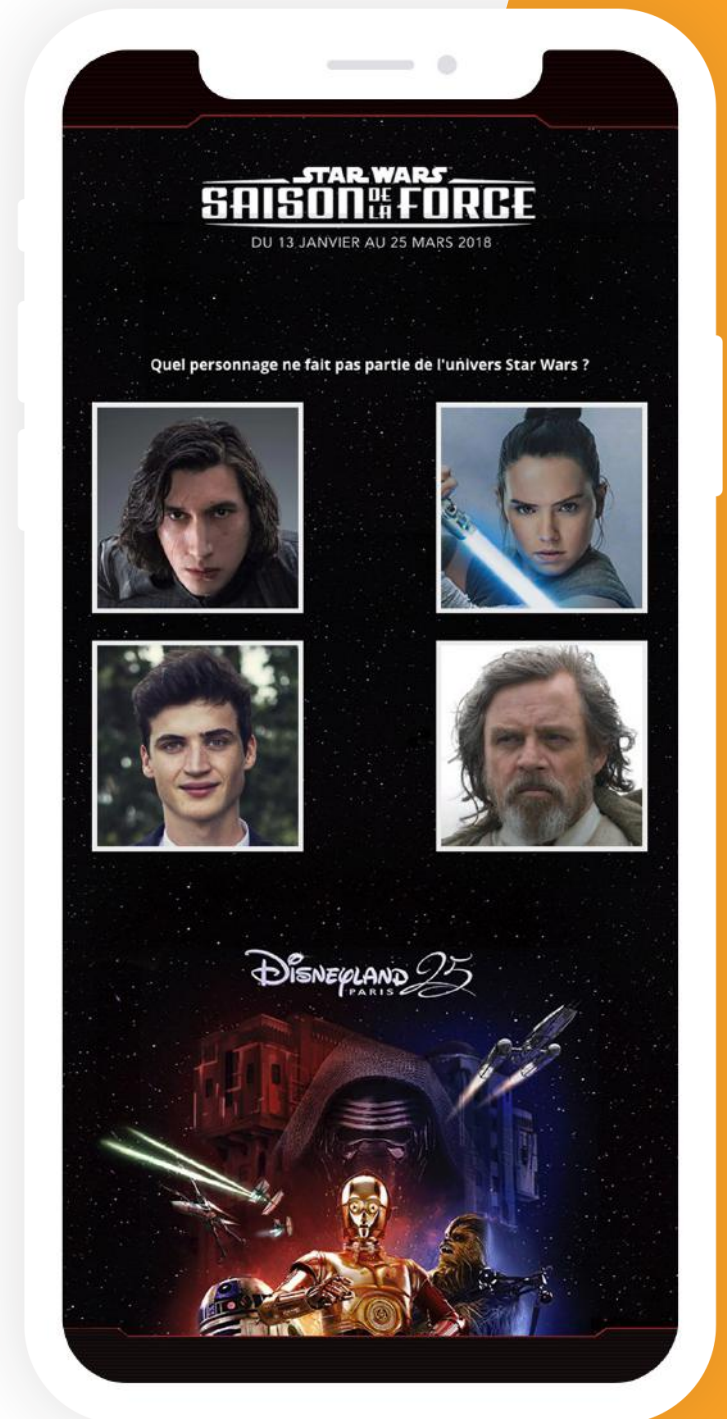
**9,387**  
new collected profiles



**5,119**  
Facebook shares



**+5,000**  
Facebook fans recruited







## EXAMPLE OF SSO (SINGLE SIGN-ON)

The integration of a SSO to Qualifio means that when someone is already registered on your site through your own registration system, he won't need to provide his user credentials for every campaign you create. He will only need to log-in with his email address and password he uses to access your other platforms to be recognized.

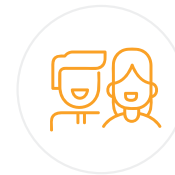
This is what RTL did for their Star Wars Day's quiz. RTL used its own SSO so that users only had to enter their email address and password to participate to the quiz. For participants who didn't had an RTL account, they had to create one to enter the quiz: a good way to boost the number of RTL accounts created. RTL also used a Social Login (which is another form of SSO) allowing participants to use an existing social media account to login, instead of creating a new login account specifically for that website!





## WHY ARE THEY USING INTERACTIVE MARKETING?

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**Entertain & engage  
their audience**



**Collect opt-ins through  
interactive campaigns**



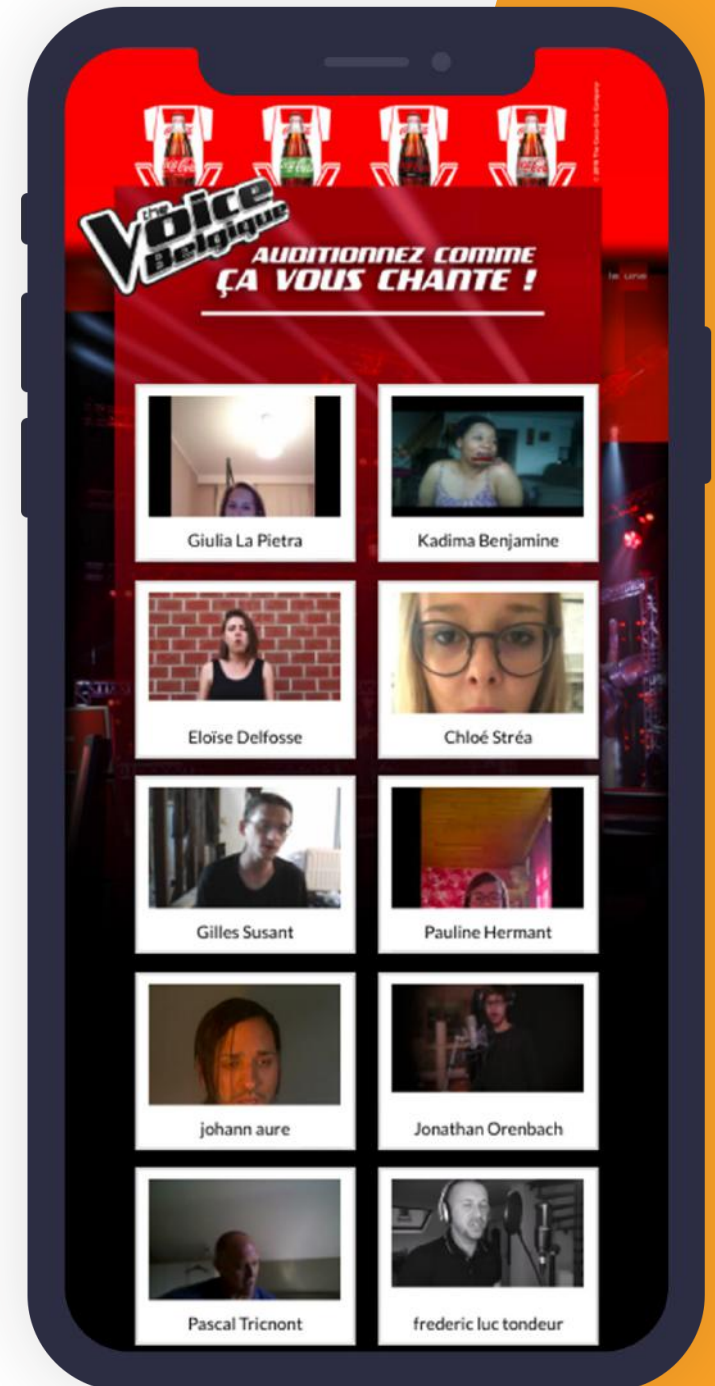
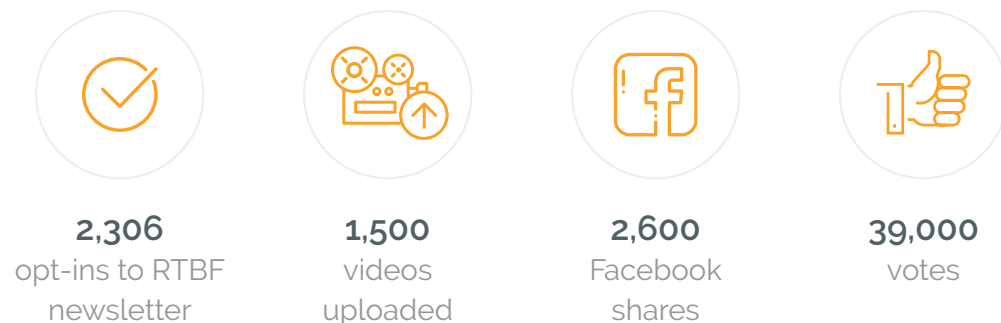
**Save time and money  
with a turnkey solution**

The Belgian Radio Television Broadcasting of the French Community of Belgium is an independent state-owned radio and television broadcaster. RTBF includes 3 television channels, 5 radio stations, a large Internet presence composed of an 'RTBF AUVIO' broadcasting platform, various themed websites and a sustained presence on social media.

## EXAMPLE VIDEO CONTEST “THE VOICE BELGIUM: AUDITIONS & VOTES 2017”

The *RTBF* broadcasts the show “The Voice” in French-speaking Belgium. In a few hours using Qualifio, the RTBF built all the pages, interfaces, forms and galleries required to manage the applicant registration and voting processes. Applicants could sign up and then upload their video to a gallery which was moderated by the RTBF and fully integrated in their website. The selection of the applicants to appear on the show is then carried out by a panel, but the public can also vote for their own favourites.

### ROI



# M6 GROUP

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M6 Group is a powerful multimedia group offering a wide range of programming, products and services : television, radio, as well as content production and acquisition, advertising, digital, e-commerce, cinema, music, events, etc. M6 Group has gradually expanded its operations through targeted diversification activities and innovative offers such as 6play, its digital platform launched in 2013. The goal is to develop synergies between the group's brands in order to respond to the expectations of its various audiences and their new viewing patterns.

## WHY ARE THEY USING INTERACTIVE MARKETING?

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**Engage  
their audience**



**Increase visibility  
& virality**



**Boost the number of  
subscribers to the  
newsletter**



**Increase  
visitors' loyalty**  
by encouraging them to come  
back thanks to fun & engaging  
interactivities

## EXAMPLE CONTEST

### “WIN 15 HAIER V6 PHONES”

M6 launched a big contest over a period of 15 weeks! The Group had scheduled different questions for every week and limited participations so that each participant could only play once a week. Participants had to come back every week to enter the campaign and increase their chance to win. M6 often creates campaigns that last for several weeks (with different questions for each week or with questions released only by the end of the week) to encourage participants to come back to its channels.

## ROI



**5,851**  
opt-ins to Haier  
newsletter



**57,000**  
games played



**12,860**  
new collected  
profiles



**2,900**  
Facebook  
shares



Civilité*	<input type="radio"/> Femme <input type="radio"/> Homme
Email*	<input type="text"/>
Nom*	<input type="text"/>
Prénom*	<input type="text"/>
Adresse*	<input type="text"/>
Code postal*	<input type="text"/>
Ville*	<input type="text"/>
Date de naissance*	<input type="text" value="jj/mm/aaaa"/>
Téléphone	<input type="text" value="+33 (0)"/>

# EURONEWS

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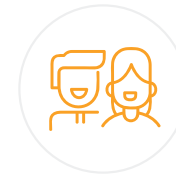
Euronews has been a customer of Qualifo since the beginning of 2018. The number one European news channel proposes interactive digital content to its online visitors and advertisers. To mark the beginning of this collaboration, Qualifo became a technical partner of the European Leadership Awards, an event organised by Euronews and the European Business Summit (EBS) and held in Brussels on May 22, 2018.

## WHY ARE THEY USING INTERACTIVE MARKETING?

---



**Generate high  
visibility & virality**



**Engage their  
audience**



**Editorial  
animation**

## EXAMPLE VOTE

### “EUROPEAN LEADERSHIP AWARDS 2018”

The campaign allowed the spectators and the visitors of Euronews and EBS websites to honour outstanding achievers in business, politics and innovation by choosing online a shortlist of three candidates per category. These have been presented to a distinguished jury of experts. The initial nominees were put forward by Euronews' editorial teams and the European Business Summit. The winners were awarded at a ceremony in Brussels broadcasted live on Euronews and euronews.com. A good way to increase the impact and the virality of this event by reaching a public potentially very wide.

### ROI (IN JUST TWO WEEKS)



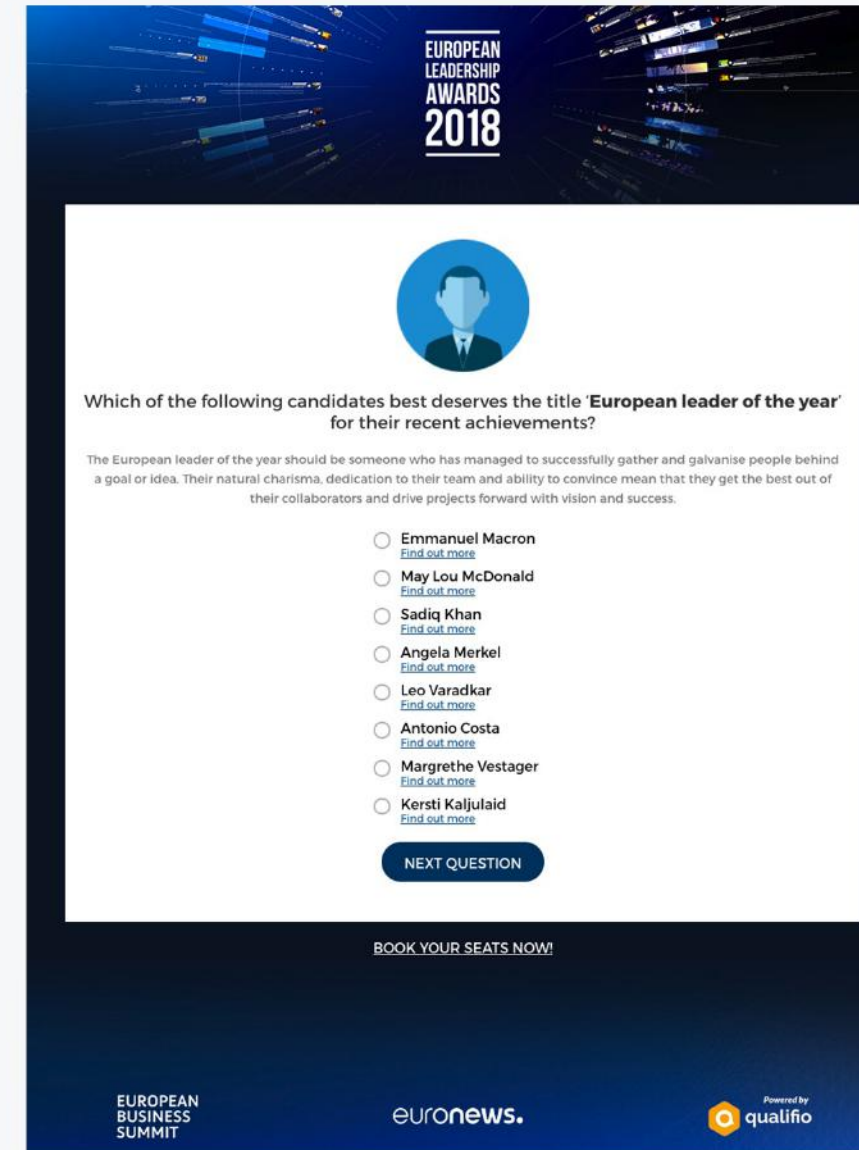
More than  
**22,500**  
unique participants



49%  
opt-ins to Euronews  
newsletter



301,004  
pages views



# #9 EL PAÍS

---

*El País* is one of the leading newspapers in Spain, operated by PRISA Media Group. The newspaper has strengthened its commitment to digital content with, among others, a new platform dedicated to video content, El País Video. It is the most influential Spanish-language news medium on the Internet. To engage its readers, El País is using interactive content.

## WHY ARE THEY USING INTERACTIVE MARKETING?

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**Increase  
loyalty**



**Editorial animation**



**Encourage account  
creation**



**Engage their audience  
and boost traffic**



## EXAMPLE CUMULATIVE POINTS QUIZ “SAPIENS”

To increase the loyalty of its audience, *El País* launched a quiz with cumulative points during the summer. Each day, users had the opportunity to come back on *El País*' Facebook page or website and take the quiz again with new questions for a chance to increase their score. *El País* used its own SSO (authentication system) so that users only had to enter their email address and password to participate to the quiz. For participants who had no *El País* account, they had to create one to enter the quiz. A good way to boost the number of *El País* accounts created.

### ROI



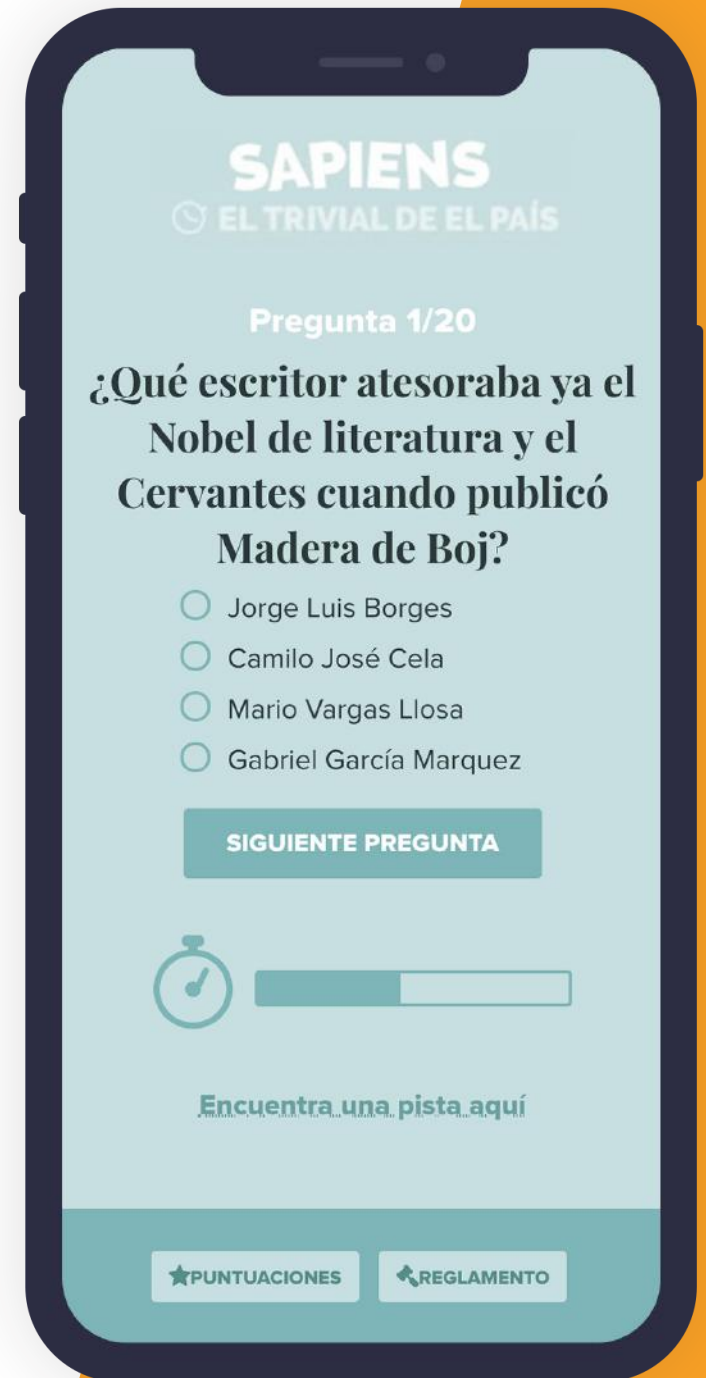
**32,678**  
participations



**6,099**  
new profiles  
collected



Stabilization of the number  
of accounts created despite  
the summer off-peak period



# MORE EXAMPLES FROM OUR CUSTOMERS



LE FIGARO · fr | Actu | Economie | Sport | Culture | Lifestyle | Madame | Editions abonnés | Figaro Store | FigaroTV | Santé | Etudiant | FigaroChic.cn | Histoire | Bourse | N

LE FIGARO · fr  
télé avec TV

En Direct Magazine

News Séries **Le Scan Télé** Vidéos Programmes TV Horoscope +

Suivre Recherche

J'aime 60 Tweet 0

**LE FIGARO · fr télé avec TV**

## Quel héros de série TV êtes-vous ?

Êtes-vous plutôt Daredevil ou Daenerys Targaryen ?  
Phil Dunphy ou Piper Chapman ?

JEU-CONCOURS

**À GAGNER :**

**Du 1<sup>er</sup> prix au 4<sup>ème</sup> prix :**

L'intégrale des 8 saisons  
de la série Dr. House  
en DVD

Prénom \* :

Nom \* :

Code postal :

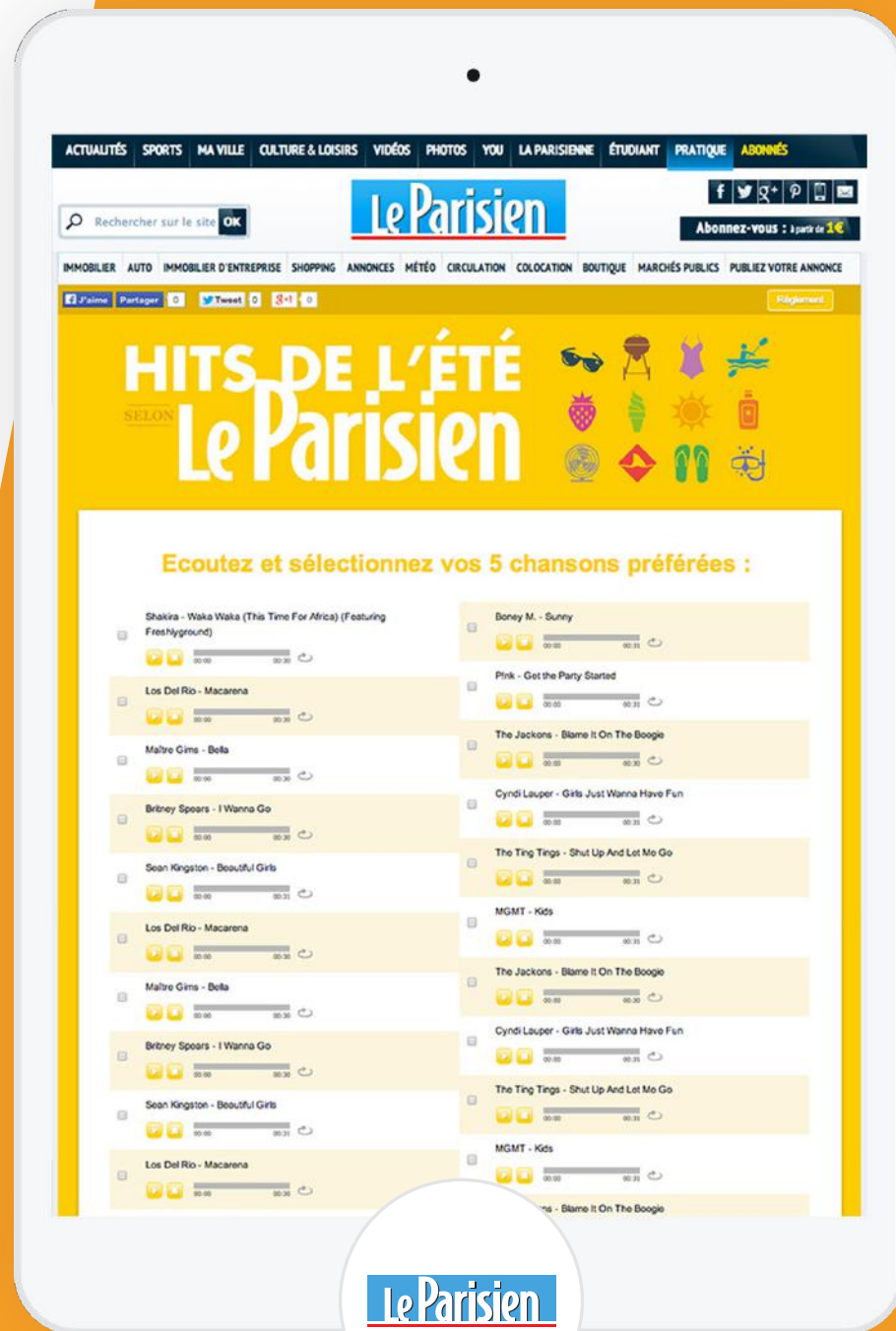
E-mail \* :

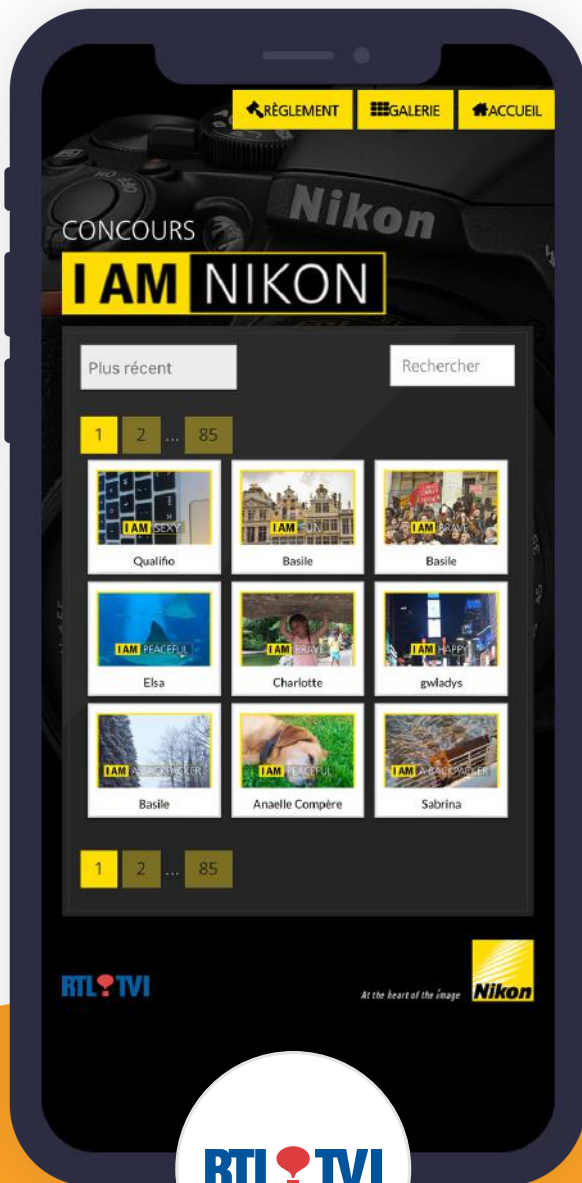
☐ Je souhaite recevoir la grille et la sélection des programmes TV du jour

Envoyer

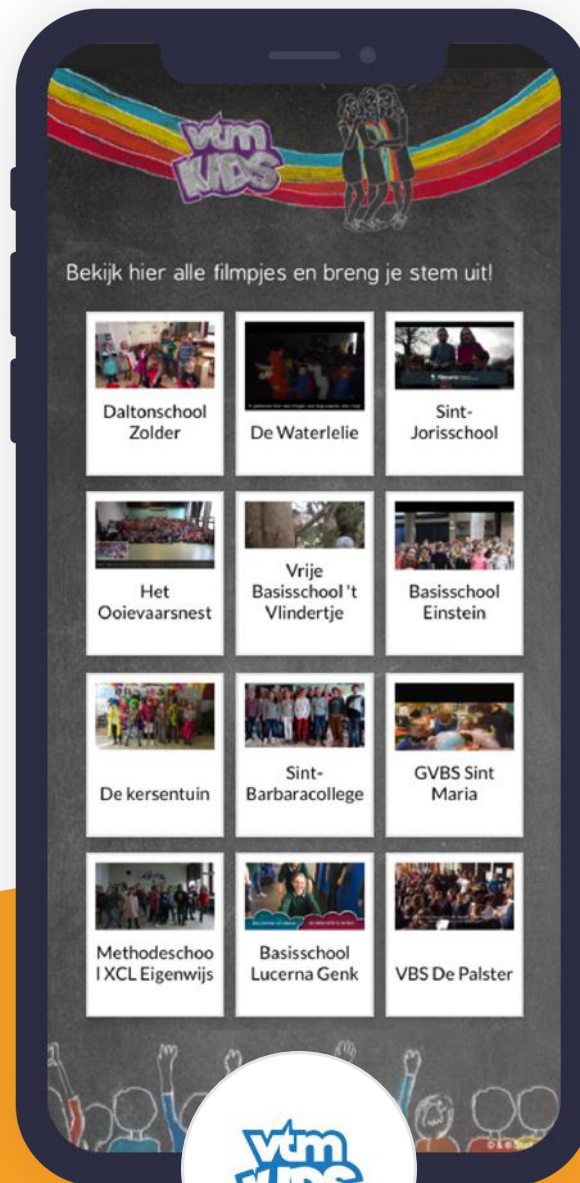
Règlement







RTL TVI



vtm KIDS



LE SOIR



### Pregunta 1/7

¿Qué crees que piensan los demás cuando ven tu cocina por primera vez?



- ☐ Me suelen decir que es bonita y acogedora. Siempre está ordenada.
- ☐ ¡Creen que es muy original!
- ☐ Procuro no enseñar a mis invitados la cocina.

SIGUIENTE PREGUNTA



Services
Newsletters
Montres
Auto
Vin
Phébé
Le Point Pop
f
t
Q
Identifiez-vous
Abonnez-vous



MENU
Le Point


Politique
International
Économie
Tech & Net
Culture
Débats
Sciences
Santé
Sports
Lifestyle
Afrique
Vidéos
Abonnés

Le Point

f
t
G
Réglement

Jeu-concours
Cap sur l'océan Indien cet hiver !



Tentez de gagner un séjour d'exception pour deux personnes à l'île Maurice avec Air Mauritius et dans le décor de rêve de l'hôtel cinq étoiles luxe Maradiva Villas Resort & Spa.

Valeur: 5 340€





**À gagner :**

5 nuits en demi-pension au Maradiva Villas Resort & Spa  
2 billets A/R avec la compagnie Air Mauritius à direction de l'île Maurice

Pour connaître les détails de l'offre, rendez-vous en bas de la page (\*).

**À vous de jouer !**

Pour participer, merci de renseigner le formulaire ci-dessous :

Genre\*
☐ Monsieur



lepoint.fr

LE SOIR
18° min 9°
-0.52% BEL 20 03/10 14-16
221 km

Actu
Sports
Culture
Économie
Débats
Blogs
Images
Victoire
Mag
Le Soir+


ÉLECTION PRÉSIDENTIELLE AMÉRICAINE 2016

VS

Merci d'avoir participé à notre test.

Consultez tous nos articles [sur la présidentielle américaine dans notre dossier.](#)


Vous êtes plutôt Clinton
50 %


Vous êtes plutôt Trump
50 %

USA

LE SOIR





## Win een Rode Duivels Fan Flight beleving naar Rusland!

Inspireer de Rode Duivels op weg naar Rusland en kies welke iconische momenten een plek verdienen aan boord van Brussels Airlines' Trident.

Brussels Airlines zal onze Rode Duivels inspireren op weg naar Rusland - aan boord van het officiële Rode Duivels-vliegtuig de Trident. Als lezer van HLN beslis jij exclusief welke stukjes Belgische voetbalgeschiedenis vereeuwigd worden in het vliegtuig.

Stem uitgebracht? Dan maak je kans om zelf mee te vliegen naar Sochi om onze Rode Duivels aan te moedigen.

De foto's met de meeste stemmen uit elke van deze 5 categorieën gaan mee aan boord:



[Uit de oude doos](#)



[De gouden jaren](#)



[De huidige generatie](#)

# WHAT OUR CUSTOMERS SAY...

*"Our campaign was a big hit, mainly because the game mechanic is very addictive. Moreover, we hadn't set any participations limitation, so the figures were quite impressive: over 210,000 participations and 1,500 accounts created in three weeks!"*

— Virgine Proteau, Deputy Digital Director at gulli



*"We needed to be able to set up formats in an intuitive way, so we could bypass development time. That is time we cannot afford to waste in today's fast-paced news environment."*

— Andy Stevens, Special Projects Editor at De Standaard

*"Work with Qualifio on this project was easy, efficient and economical. It was very easy for us to build the interfaces and forms, and the participants can upload their videos to the dedicated page in droves. Working from an online platform was simple, fast and economical."*

— Marie-Paule Lemmens, in charge of The Voice Project at RTBF



*"At Euronews, as in all the major media, one of the challenges is to propose formats adapted to the new ways of consuming information of our audiences. This assumes in the first place and in total agreement with our positioning ALL VIEWS, to offer, on our digital media, interactions that give the floor to our visitors, through different types of interactive formats such as polls. This is what Qualifio will help us do, and which will allow us to continue to offer quality information while making it more dynamic, interactive and therefore even more accessible to the greatest number."*

— Youva Bouzidi, Head of Digital Products at Euronews



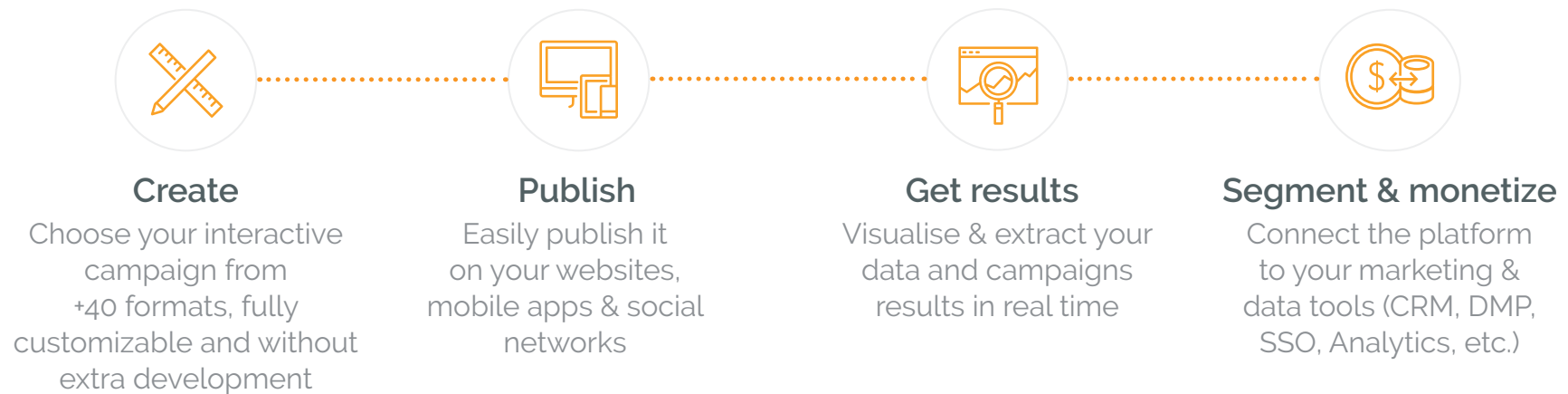
## WHAT IS QUALIFIO?

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Qualifio is Europe's leading interactive marketing and data collection platform. It allows publishers, brands and agencies to easily create and publish interactive content on websites, mobile apps and social media. Quizzes, contests, surveys, tests, animated games and 40+ other innovative formats allow them to collect data and to grow, engage, qualify, segment and monetize their digital audiences.

## HOW DOES IT WORKS?

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[www.qualifio.com](http://www.qualifio.com)

## ASK FOR A DEMO

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Book your demo with live custom examples

REQUEST A DEMO

Need more info first?

CONTACT US

Want to receive more content like this one? [Subscribe to our newsletter](#) - expert tips, success stories, GDPR advices, videos, free webinars and other premium contents sent in your inbox.



[www.qualifio.com](http://www.qualifio.com)