

How L'Étudiant uses Qualifio to meet its advertisers needs

About

L'Étudiant is a French media group specialising in information on guidance and training of young people. It offers 3 websites:

- ✓ **Letudiant.fr**, n°1 website dedicated to the training and orientation of young people, with 5 million unique visitors*
- ✓ **Educpros.fr**, the leading free website for news and services dedicated to higher education professionals
- ✓ **Trendy**, lifestyle website dedicated to the 15-25.

Challenges



Offer advertisers **original and interactive branded content packages** that are fully integrated into editorial content and totally unaffected by ad blockers



Give advertisers **better visibility** on different channels: websites, landing pages, social media, dedicated mini-sites, newsletters, etc.



Collect **qualified data and opt-ins** for advertisers



Drive **engagement** and offer moments of interaction to its audience

How? The first of a long series of campaigns!

As part of its partnership with mobile operator Sosh, L'Étudiant chose to focus on a simple, fun and effective interactive format: the **instant win**. To participate and try to win one of the many prizes offered by Sosh, users simply had to encode their contact information and immediately discovered whether they had won! An opt-in for the Sosh newsletter was also proposed in the form. For the "losers", a personalised message was displayed inviting them to join Sosh on their campus to take on another challenge and try to win even more gifts.

