



How *Expressen* promoted  
advertiser app downloads with  
branded content

# Why *Expressen* uses Qualifio

**Expressen** is one of two largest newspapers in Sweden, owned by the group **Bonnier**, made up of the Nordic region's leading media companies.



Have a **broader scope of interactive formats** that the **branded content team** can offer to advertisers.



Offer new formats customised to their advertisers' objectives that offer **transparent reporting**.



Collect **first-party data** & newsletter opt-ins to **personalise** their **marketing messages** to readers.

# KRY Campaign

**KRY** is a mobile app allowing patients to consult a qualified health professional within minutes, by video call via their smartphone or tablet.

## KRY had two specific objectives:

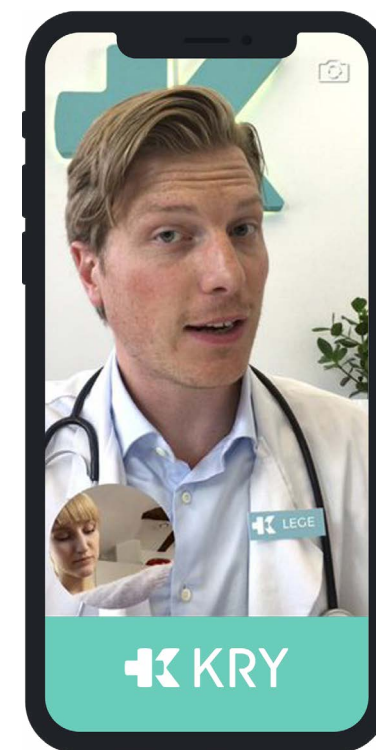


**Increase awareness** of the types of appointments patients can benefit from the app. For example, patients can contact a psychologist for mental related health issues as opposed to a general practitioner.



**Increase app downloads**

Based on an advertiser's briefing, *Expressen* created personalised campaigns for its health website **Hälsoliv**.



# From briefing to concept

Together, they created multiple interactive campaigns to **inform readers** about mental health issues in a playful and **engaging way** and develop further insight into behaviours within the KRY app.

## For example:

- A personality test to discover stress level
- A personality test to discover risk of burnout or panic attacks

**EXPRESSEN**  
**Hälsoliv**



# Personalised exit screen

*Expressen* used the exit screen of the campaigns to encourage participants to:



Share the results of their tests on social media



Directly download the app



# Multi-channel experiences

They engaged with customers on multiple digital channels.



The *Hälsoliv* website, through native in-article widgets



*Hälsoliv*'s Facebook page



# Results

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Creation of interactive ad units in minutes at **lower costs** to the advertiser



Collection of **actionable data** on its audience



Increase of **time spent on Hälsoliv's website**



Increase of **engagement rate** with the user



Increase in **KRY app downloads**



## What is Qualifio?

Qualifio is the leading SaaS in Europe for **interactive marketing & data collection**. It allows brands and media groups to easily create and publish interactive contents (quizzes, personality tests, polls, and 50+ other innovative formats) on all their digital channels. The goal? Collect data on their digital audiences to better engage, qualify, segment and monetise them.

## How does it work?



### CREATE

Choose your interactive campaign from 50+ formats, fully customizable and without extra development



### PUBLISH

Easily publish it on your websites, mobile apps, dedicated mini sites & social networks



### GET RESULTS

Visualise & extract your data and campaigns results in real time



### SEGMENT & MONETISE

Connect the platform to your marketing & data tools (CRM, DMP, SSO, Analytics, etc.)