

audiense:

An audience connection
success story

EL PAÍS

Client:
EL PAÍS

Industry:
Publishing

Audiense solution:
Audiense Experiences

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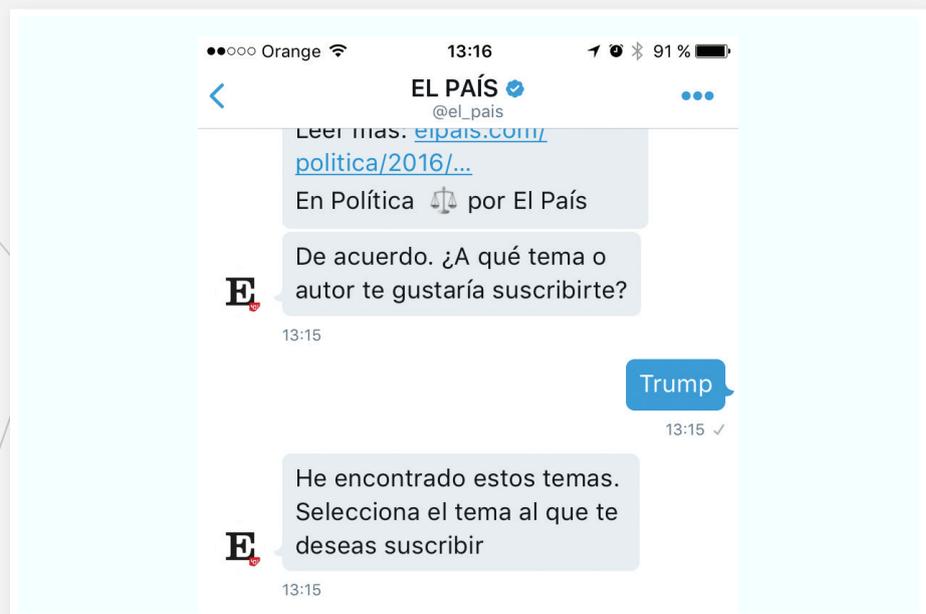
Audiense Experiences, based on Twitter's welcome message and quick reply direct message features, enable us to personalize the news we bring to our six million followers, continuously adapting the information offer to their preferences, by DM. This step, customizing the information offered, puts Twitter and EL PAÍS right in the vanguard of world journalism.

David Alandete

Deputy Director
EL PAÍS

How EL PAÍS maintains unique, personalised engagements with customers at scale

Founded in 1976, EL PAÍS is the highest-circulation daily newspaper in Spain. It is headquartered in Madrid, available in three different languages, and currently enjoys a circulation of around a quarter of a million every day.



Read all about it!

Modern audiences are not short on options for content, and traditional publishers need to constantly look to the leaders in technology to retain a relevant contemporary voice. EL PAÍS has a history of digital adoption, and required a solution to help it continue to stand out in the market, to drive traffic to its stories, and to increase its understanding of what sort of audiences were engaging with what types of content.

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Challenge

build a large, segmentable audience
directly deliver personalised content to it
analyse service use and use the insights to deliver business improvements

Solution

Audiense Experiences enables EL PAÍS to directly send stories to people who select the relevant topics

Results

300,000 interactions from thousands of subscribers in the first 25 days, including hundreds of shares.

How Audiense made the headlines

EL PAÍS is one of the first publishers to use Audiense Experiences, a specific engagement solution within the Audiense Platform. Based on Twitter's quick replies and welcome messages, Audience Experiences allows highly personalised customer service and audience analysis via direct messaging. EL PAÍS' implementation enables the one-to-one delivery of user-selected content - personalisation of content at scale.

The experience is an opt-in service: each reader chooses what they want to read about, and when they want to receive it. Content comes from EL PAÍS' content management system, so the categories of available content precisely mirror the website, and include politics, technology, culture, sport, breaking news, and more.

Subscriber preferences are retained in a database, enabling EL PAÍS to analyse, based on data that the reader has made public, the personas of users who are interested in particular content streams. This persona information helps to inform content strategies and enable advertisers to target their investment more precisely.

What's the story?

- **308,000** interactions from subscribers within 25 days of the experience going live
- **organically drove thousands of new subscribers in just three weeks**
- an average of **14,000** actions every day in the first 14 days
- hundreds of shares directly from the experience in the first few weeks
- on average, 71% of subscribers interact with the experience every day

For larger organisations and businesses, the Audiense Connection Platform delivers unique consumer insight and engagement capabilities. Well-defined solutions help to grow customer and audience bases by finding, identifying, understanding and connecting with individuals and audience segments. Audiense is a certified Twitter Partner and an IBM Watson Ecosystem partner, and works with over 4,000 of the world's largest brands and agencies including Universal Music, Havas Helia and Comic Relief.

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