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Thomas Eriksson
Head of Digital Media, Egmont



CASE STUDY:

EGMONT

Egmont has decided to collaborate with publishers via Strossle's Accelerator. This reduces the excess of other traffic sources and makes it possible to find a larger number of quality visitors.

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BACKGROUND

Egmont is a leading media group with activities in 30 countries and a total of 6200 employees. Egmont's media world, with the slogan 'We bring stories to life,' spans movies, TV, cinemas, magazines, books, streaming services, educational materials, e-commerce, digital marketing services, gaming, and e-sport.

CHALLENGE

Egmont Sweden puts digital investments and development in twelve of their most successful magazines through their company Egmont Digital. The goal is to increase revenue and profit from the websites of each magazine. This can be achieved by attracting more visitors and increasing the loyalty of readers.

Quality traffic gives Egmont the possibility to find multiple revenue streams. A future step might also be

to convert certain readers into premium subscribers on certain publications.

Like most modern publishers Egmont don't want to be too dependent on a single traffic source, as arbitrary changes in algorithms and business models could have a sudden impact on a magazine sites profitability. To overcome this issue, it is vital to have other means or traffic sources to balance the dependency. This way the publisher is not dependent on Facebook alone.

– We have magazines which garner a high degree of Facebook traffic but no one can honestly say that all you need is Facebook clicks. Therefore, we focus on multiple yet quality traffic sources so that we don't put all our eggs in one basket, says Thomas Eriksson.





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SOLUTION & RESULT

Egmont has decided to collaborate with publishers via Strossle’s Accelerator. This reduces the excess of other traffic sources and makes it possible to find a larger number of quality visitors.

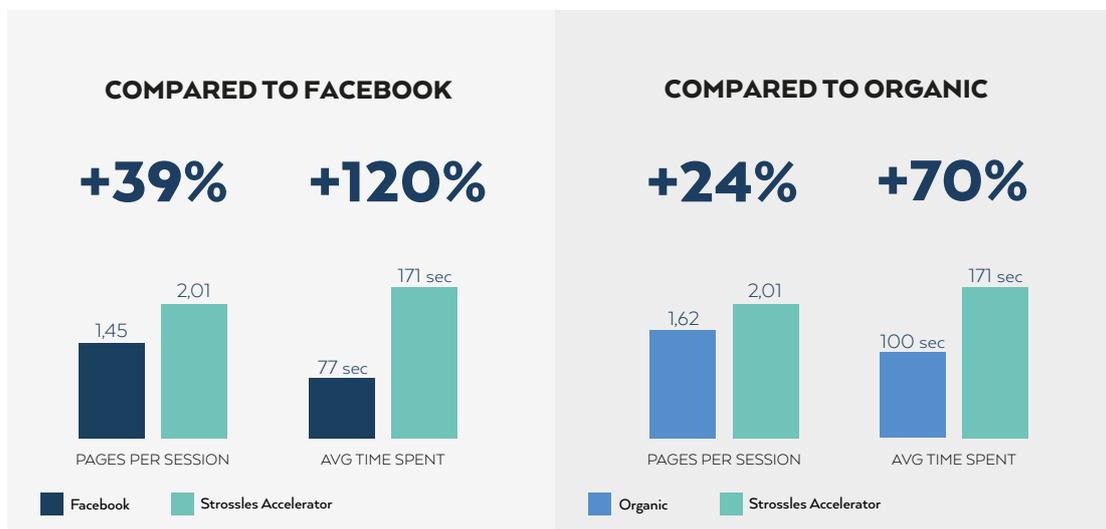
The Accelerator is a data-driven cross-promotion network for publishers. By recommending their best content on affiliated media sites, publishers together can increase traffic and make media consumers stay in a quality environment. The Accelerator is integrated to Strossle’s content recommendation widgets.

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One thing that convinced Egmont to partner up with Strossle was the quality of both the publishers and advertisers that Strossle guarantees.

– Strossle guarantees a quality that others don’t. I know that we won’t lose readers’ loyalty due to our contents ending up in the wrong context, says Thomas Eriksson.

READER ENGAGEMENT:



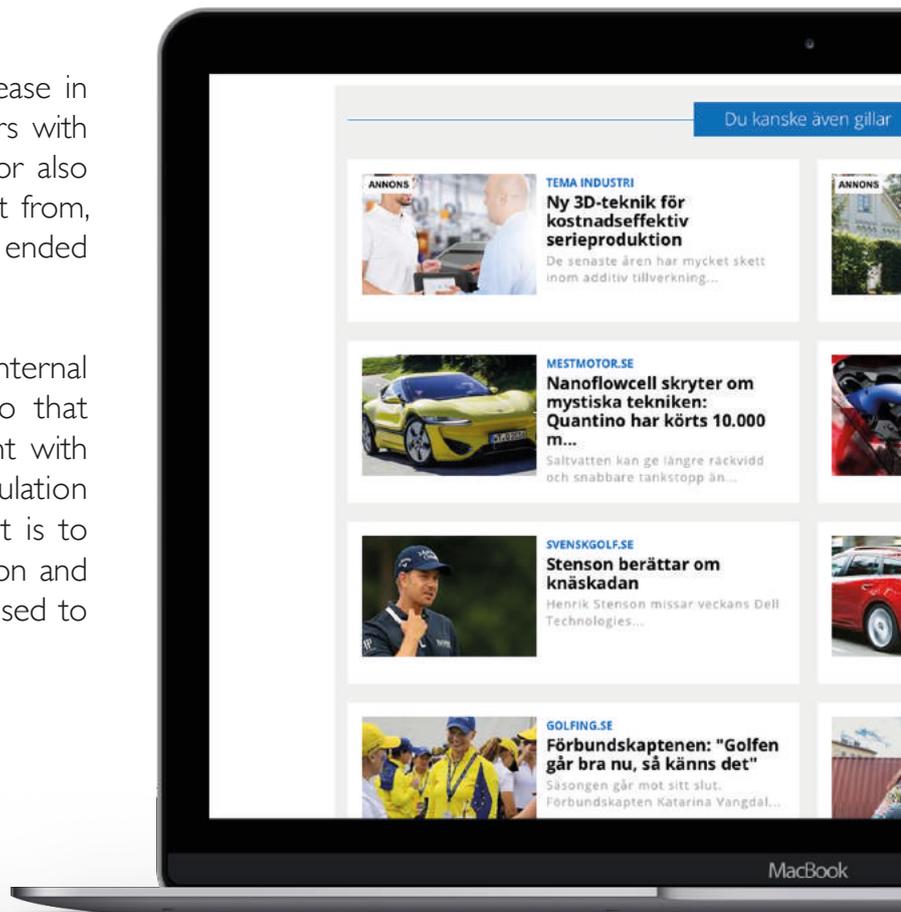
RETURN ON COLLABORATION

FOR EVERY VISITOR THAT EGMONT SENT TO ANOTHER PUBLISHER VIA STROSSLE'S ACCELERATOR THEY GOT TWO NEW VISITORS BACK FROM OTHER PUBLISHERS.

UPLIFT 200%

With the Accelerator, Egmont got an increase in new visitors and also circulated their visitors with higher traffic in return. Since the Accelerator also gives visitors more sites to choose content from, the average visitor also spent more time and ended up having more page views on the site.

Strossle also helped Egmont to set up an internal Accelerator for the group's magazine so that the magazines can share relevant content with its readers which also increased the circulation of the readers. The next step for Egmont is to further increase the revenue for subscription and premium services where Strossle can be used to drive high-quality traffic that converts.



OVER **80 MILLION** RECOMMENDATIONS PER YEAR FOR EGMONT.