

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

## EL PAÍS

**Company Profile:**  
El País

**Client Sector:**  
Publishing

**Solution:**  
Audiense Experiences

- **Challenge:** Building a large segmentable audience and directly delivering personalised content to users. Analysing the insights acquired 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 almost thousands of subscribers in the first 25 days, including hundreds of shares



**audiense:**



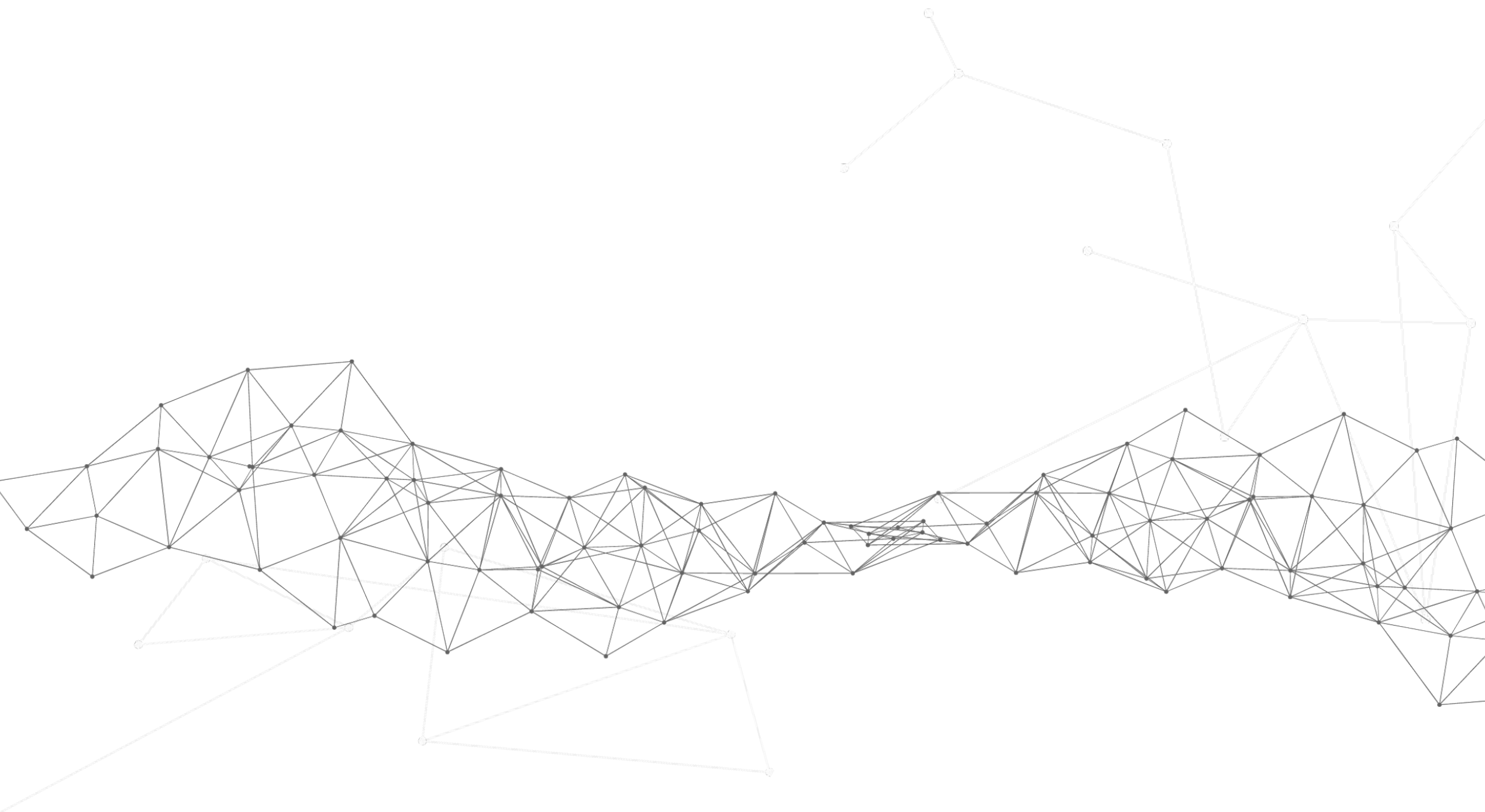
“Audiense Experiences, based on Twitter’s welcome message and quick reply direct message features, enable us to personalize the news we bring to our six million followers, continuously adapting the information on offer to their preferences via by direct communication. This step, of customizing information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

*David Alandete - Deputy Director - EL PAÍS*

**EL PAÍS** **audiense:**



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 driving traffic to its stories, **increasing** its understanding of what sort of audiences were engaging with what types of content.





# 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, **Audiense Experiences** allows for **highly personalised customer service** and audience analysis through a direct communications approach.

**EL PAÍS'** implementation enables the one-to-one delivery of personalised (user selected) 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 the **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 data the reader has made public and 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.

Photo by Flipboard on Unsplash





# What's the story?

- **308,000** interactions from subscribers within **25 days** of the experience going live
- Organically drove almost **5,000 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





# • audiense:

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Understand and activate the audiences that matter

How we helped EL PAÍS maintain unique and personalised engagements with customers

EL PAÍS    audiense: