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NEVER MISS A STORY.

**Aller media**

CASE STUDY

# HOW TRADITIONAL PRINT MAGAZINE PUBLISHERS CAN SUCCEED ONLINE

CASE ALLER MEDIA



Aller media	
8	Carl & Laura, Kök med matsal, Poddstudio, Terrass- studion
7	Alta, Ekorevill, Festighet, Ledningsgrupp, Året Runt, Femina, NCC DC, Produktionsavdelningen, IT, HR & Lösn, Kommunikation, TV-studio
6	Alta, Center of Excellence, Sekretariat, Hemmets, Inhouse, Konsort, OTW
5	Kalik & Almqvist, IT, Kundservice, Marknad, Matmagasinet
4	Entré, Reception, Fotostudio via Mäster Nilsgatan

välkommen till

Aller med

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**Aller media****+110%**GROWTH IN PAGE  
VIEWS IN 12 MONTHS**570%**GROWTH IN  
ENGAGEMENT ON ALLER'S  
MAIN FACEBOOK PAGE \***+10.7k**NEW PAGE LIKES IN 9  
MONTHS

\* within 6 months



*“ Before Ezy I needed to visit so many sites. Now in a short amount of time you get an overview and see what’s up. I pretty much start every morning by checking what’s happened during the night on Ezy and over the last 2 hours. ”*

**JENNY GRUNDEMARK**  
DIGITAL MANAGING EDITOR

**ALLER MEDIA**

*“ We use EzyInsights in our daily work. We have it on screens and we also use it on desktops to see what stories are developing the fastest. Our engagement and traffic to the site has steadily increased since we’ve been using the tool. ”*

**MARK THUNBERG**  
DIGITAL EDITOR

**CAFE MAGAZINE**

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## company

### BACKGROUND

After making a strategic decision to embrace digital and social platforms, Aller Sweden used data provided through EzyInsights to inform how, when and what they posted. Aller's approach was so successful that they soon opened another office and added 10 more staff. They shared knowledge and applied learnings across publications to accelerate the growth of their pages. **Not only were engagement gains significant, they grew their weekly page views by 110%, from 4 million to 8.8 million.**



INDUSTRY:  
News Media



LOCATION:  
Stockholm  
and Malmö,  
Sweden



COMPANY SIZE:  
400 People



EZYINSIGHTS  
USERS:  
85 People

## challenge

### FROM PRINT TO DIGITAL

Traditional print magazines have been amongst the slowest type of publisher to adapt to social media. Their digital audience has been lost to online only publications that are able to navigate, understand and react quicker to changing social platforms. Adapting to an online audience requires a culture shift throughout the company, embracing new metrics, adopting a data-informed approach and leaving behind the print based mindset regarding content.

"Bianca Lilloni" - il suo nome  
Bianca Lilloni (1872) è stata la prima  
a dare il suo nome al "Bianco"  
Lilloni, una varietà di 1890, che è  
arrivata in Italia nel 1890.  
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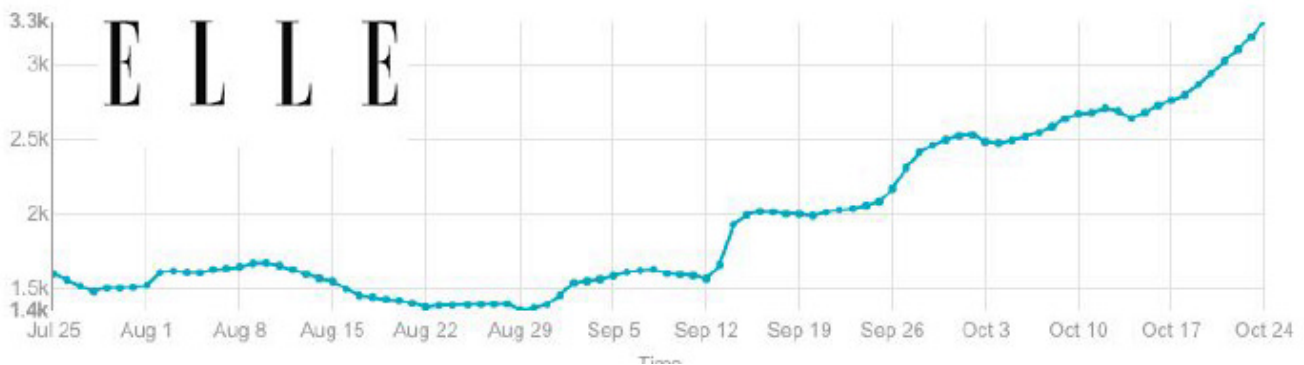




### Page views went up 110%, from 4pm per week to 8.8 million

In the first year of implementing their new digital strategy, Aller Sweden was so successful they expanded their editorial team in Sweden’s capital, Stockholm, from 16 to 23 members and opened a second office working out of Malmö.

#### ENGAGEMENT WENT UP ACROSS ALL OF ALLER’S BRANDS AND PAGES ELLE MAGAZINE’S DAILY ENGAGEMENT INCREASED BY 87% BETWEEN JUNE AND OCTOBER 2017



**Aller media**

**FEMINA**

**ELLE**

**Allers**

**allas**

**MAT**  
magasinet

## ABOUT THIS CASE STUDY

THIS STUDY HAS BEEN CONDUCTED BY EZYINSIGHTS – THE FASTEST NEWS GATHERING TOOL FOR NEWSROOMS AND JOURNALISTS.

**WE HELP PUBLISHERS IMPROVE THEIR EDITORIAL WORKFLOW**

## CONTACT

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- 01** EFFICIENT NEWS GATHERING
- 02** TOPIC RESEARCH AND CURATION
- 03** KNOW WHEN TO POST ON SOCIAL BASED ON DATA AND AI
- 04** PERFORMANCE METRICS FOR SOCIAL AND DIGITAL
- 05** BENCHMARK YOUR PERFORMANCE WITH COMPETITORS



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## Aller media

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CAN DO FOR YOUR BUSINESS

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