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NEVER MISS A STORY.



CASE STUDY

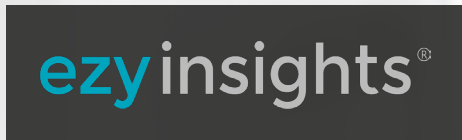
**HOW BAUER'S TRADITIONAL
BRANDS HAVE THRIVED ON
DIGITAL**

CASE BAUER



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+58%

GROWTH IN
ENGAGEMENT OVER
6 MONTHS



+1.24m

MONTHLY GROWTH
IN ENGAGEMENT ON
FACEBOOK PAGE *



+171k

NEW PAGE LIKES IN
2017

* within 6 months

Bauer's monthly engagement rose by 124k during the first six months with EzyInsights



“The historical view in the past was interesting, but nowadays it does not create any value. It's only Realtime.”

DANIEL HÄRTNAGEL
EDITOR IN CHIEF

WUNDERWEIB

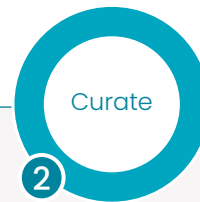


How Bauer Media Group improved their editorial workflow management with EzyInsights



1

"Timing is one of the most important challenges on social. You have to be very fast to jump on the train. We need to focus on content that creates impact for us."



2

"It is really important for me to see how different publishers cover one story. Plus we always learn about different approaches and how well they work."



3

"Knowing when to post on social platforms is very difficult. Traffic Light™ tells us when to post and when not to post. I couldn't live without EzyInsights."



4

"We always keep an eye on how well our content does. With EzyInsights we get real time data and relevant KPI's. I can see which headlines and pictures my competitors use."

BAUER

company

BACKGROUND

Bauer Media Group has long been an innovator in the German publishing industry in terms of harnessing data and using it to guide their editorial process. Already equipped with deep experience extracting insights from data, Bauer had used multiple tools to understand the performance of their brands and content online.

Bauer realised the need to make their tool usage more efficient and dynamic. They needed a tool that would fit the editorial workflow and deliver data in real-time.



INDUSTRY:
Magazines



LOCATION:
Hamburg,
Germany



COMPANY SIZE:
50-200 People



**EZYINSIGHTS
USERS:**
80 People



plugging in to
REAL-TIME DATA

In an ever more competitive space, online publishers are finding that yesterday's data is already out of date. To reach their audiences across social platforms, they need to understand their audience in real-time.

We spoke with Daniel Härtnagel, Editor in Chief of Wunderweib.de, one of Germany's most popular online magazines, targeted towards women and focused on lifestyle.

“ We had identified the problem already when a colleague tipped me off about Ezy.

We had been using tools like BuzzSumo, but they were not real-time.

”

DANIEL HÄRTNAGEL
EDITOR IN CHIEF
WUNDERWEIB

Bauer Media's Daniel Härtnagel

THE EZY INTERVIEW

How did you discover EzyInsights and what reasons prompted you to start using the tool?

"50 tabs open in the browser." says Härtnagel, referring to the manual process of news gathering and content discovery. "We had identified the problem already when a colleague tipped me off about Ezy. We had been using tools like BuzzSumo, but they were not real-time."

Would you consider having a real-time view essential? If so, why?

"Yes, definitely. The historical view in the past was interesting, but nowadays it does not create any value. It's only Realtime. Timing is one of the most important challenges on social. You have to be very fast to jump on the train. We need to focus on content that creates impact for us. When I find interesting stories I share them immediately by email, Facebook or Slack with our editors."

// EzyInsights was an easy choice. I can always see the top trending 20 and I trust the measures and statistics more with EzyInsights. //

DANIEL HÄRTNAGEL
EDITOR IN CHIEF
WUNDERWEIB



Did you try any other solutions?

“We did compare some other tools, for example CrowdTangle, but I want to stick to only one tool. For me, EzyInsights was an easy choice. I can always see the top trending 20 and I trust the measures and statistics more with EzyInsights.”

You mention having to be fast to ‘jump on the train’. Can you expand on that?

“Sure. For me the most important metric is the age of the story. I need to know if there is room for me in the markets to cover the same story. With EzyInsights I can see if I am too late to join. It is really important for me to see how different publishers cover one story. Plus we always learn about different approaches and how well they work.”

Is tracking what your competitors are doing important for you?

“Yes. I can see which headlines and pictures my competitors use. In fact we often find our competitors copying us directly.”



How do you use it?

"I don't need to create estimates [on when to post] anymore, I always trust the Traffic Light. If it is green I'll share the story with all of our publications. My colleagues also use Traffic Light, but to stay aware, rather than do the posting."

Has that changed how you work?

"Yes, we have made lots of changes. With EzyInsights you can see engagement. As you cannot see traffic for competitors, it is a big advantage to know both engagement and website traffic."

Are there other features you'd like to see?

"We do need to be able to pre-plan our posting schedule on Facebook to a degree. I don't trust Social Flow. A Traffic Light for the Mobile App? This would be my dream feature!"

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"I don't need to create estimates on when to post anymore, I always trust the Traffic Light."

DANIEL HÄRTNAGEL
EDITOR IN CHIEF

WUNDERWEIB

A BIG THANK YOU TO DANIEL FOR HIS TIME AND TO ALL THE EZYINSIGHTS USERS AT BAUER MEDIA GROUP!

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

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- 05** BENCHMARK YOUR PERFORMANCE WITH COMPETITORS



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