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NEVER MISS A STORY.

SCHIBSTED
MEDIA GROUP

HARNESSING DATA TO STAY AHEAD

CASE SCHIBSTED

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ezyinsights®   ⊕   **S** SCHIBSTED MEDIA GROUP

+70%
COMBINED **SOCIAL MEDIA ENGAGEMENT** IN 2017

+650k
MORE WEEKLY **FACEBOOK ENGAGEMENT** AND **WEB SHARES**
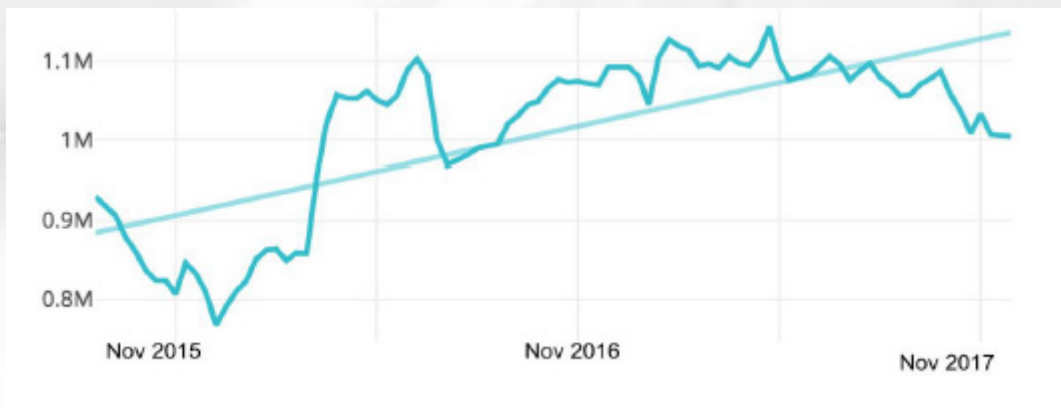
+146.6k
NEW **FANS** IN 2017

"It used to be only viral publishers or digital specialists that would be interested in this sort of data, nowadays it's essential that everyone is able to understand what's happening."

ERIK CARLSSON
HEAD OF SOCIAL MEDIA

SCHIBSTED

AFTONBLADET
WEEKLY FACEBOOK ENGAGEMENT AND WEB SHARES
NOV 2015 - NOV 2017

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Quickly identifying key performance metrics enables constant iteration and improvement.

company
BACKGROUND

Established in 1839 and employing some 7750 people, yet consistent innovators in the publishing world, Schibsted owns 8 newspapers, including the national publications **Verdens Gang (VG)** and **Aftenposten** in Norway, along with dailies Svenska **Dagbladet (SvD)** and **Aftonbladet** in Sweden.

Schibsted's approach to adopting and understanding new platforms has been to take the lead. This proactive strategy has seen Schibsted publications build a strong base of fans across Facebook, ensuring they are generating huge reach for their national publications.

They have sought to understand areas such as viral media, by gathering and dissecting available data, then making it understandable to all employees.

INDUSTRY:
Publishing,
Classifieds

LOCATION:
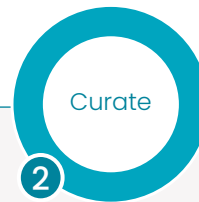22 Countries
Worldwide

COMPANY SIZE:
7750 People

EZYINSIGHTS
USERS:
286 People

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ezy insights®   +   **SCHIBSTED** MEDIA GROUP

How Schibsted improved their editorial workflow management with EzyInsights

News gathering **1** — Curate **2** — Create — Publish — Promote **3** — Monitor **4** — Adjust

News gathering **1**

» Efficient news gathering in real time.
» Audience engagement in real time.

Curate **2**

» Find how other publishers cover a story.
» Find your own angle.

Promote **3**

» Know when to post on social media.
» Know which content type to use.

Monitor **4**

» Review your performance and KPI's
» Review your competitors posting sequence and performance in real time.

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Focus: Aftonbladet

segmenting based on
BEHAVIOUR

An example of Schibsted using data to improve what they do can be seen in their user behaviour project started in 2016. They began to segment their users based on types of behaviour, focusing on regular readers. The challenges were familiar, firstly obtaining and understanding data around how different readers behave, and secondly ensuring those insights were understood and used by everyone within the company. More can be read about this case on the INMA website.

" With this project, we involved everyone early on and held workshops to define hypotheses about our users. "

ANTOANETA NIKOLAEVA
DIGITAL BUSINESS DEVELOPMENT

SCHIBSTED

Aftonbladet's success with data analysis projects relies not just on their technical expertise, but the ability for new ways of working to permeate company culture.

driven by
DATA AND USER INSIGHTS

Nikolaeva reveals: We set a vision: everyone working in the media house – from editors to developers - should have a shared and comprehensive picture of our users, based on data and user behavior. We should have common objectives for each user segment, as well as tools and insights, so that we can address our users in real time.

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Focus: Aftonbladet

embracing EzyInsights at
AFTONBLADET

As Schibsted has demonstrated, to be truly data-driven, it is not enough to simply make a tool available within an organisation and hope that it helps. Any tool must be embraced as part of a coordinated strategy, to maximise the effectiveness of the insights.

It was no surprise then that once Aftonbladet was on board with EzyInsights, a workshop was set up and attended by over 25 senior editorial staff members across different departments. Usage of EzyInsights within Aftonbladet quickly rose. A long term Ezyinsights dvocate, Schibsted's Erik Carlsson, describes the service as follows:

EzyInsights collects a huge amount of data and presents it in an easily digestible way that any member of the team can understand. The takeaways will be different for each person depending on their area of journalism.

" It used to be only viral publishers or digital specialists that would be interested in this sort of data, nowadays it's essential that everyone is able to understand what's happening. "

ERIK CARLSSON
HEAD OF SOCIAL MEDIA

SCHIBSTED

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how knowledge sharing
BENEFITS EVERYONE

Swedish daily broadsheet Svenska Dagbladet (SvD) operates under the same roof as the bigger Aftonbladet. SvD benefits from the insights made within the Schibsted ecosystem.

Best practices concerning data are shared between the editorial teams, and this forward thinking approach is reflected in SvD's impressive improvements over the last few years.
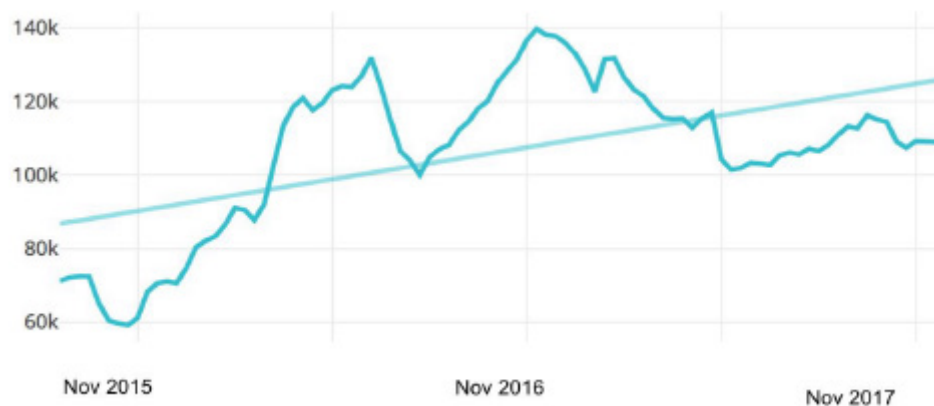
"Before EzyInsights it was much harder to motivate people when they couldn't see how their stories were doing in real-time. EzyInsights has given a motivation boost for everyone, including all our journalists."

HANNA ÖSTERBERG
SOCIAL MEDIA MANAGER

SVD, SCHIBSTED

SVENSKA DAGBLADET
WEEKLY FACEBOOK ENGAGEMENT AND WEB SHARES
NOV 2015 - NOV 2017

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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

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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CAN DO FOR YOUR BUSINESS**

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