

ezy insights®

NEVER MISS A STORY.

**Le Parisien**

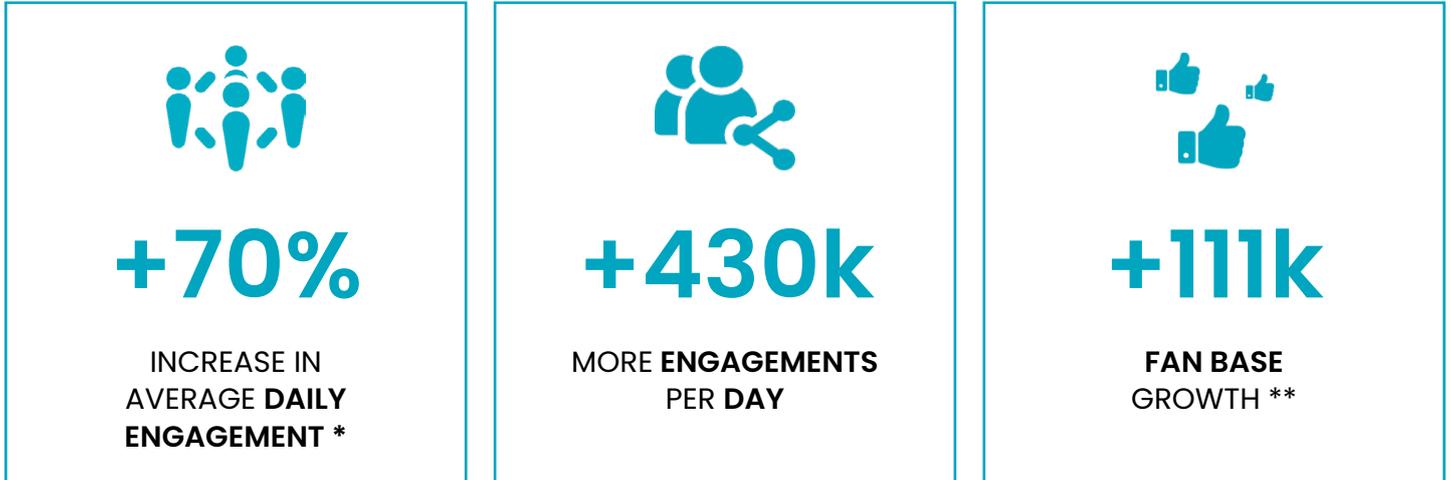
CASE STUDY

**TRADITIONAL NEWSPAPER  
TAKES DIGITAL SERIOUSLY  
WITH DATA DRIVEN INSIGHTS**

CASE LE PARISIEN

L'avantage des intercitys est en jeu : le député Philippe  
au gouvernement son rapport sur ces lignes de pl  
d'abandonner plusieurs trains de nuit et des dess

**Lascaux se visite aussi à P**



\* within 10 months

\*\* within 4 months

## Julien Sofianos, Social Media Editor at Le Parisien:

Publishing news online is a competitive space, which means we need to be faster than our competitors. **With EzyInsights' Realtime we never miss an important story and are usually the first to publish it.**

My job is mainly editorial. With EzyInsights I can see what pictures and titles our competitors are using and how that's working for them. This information helps me adjust my strategy accordingly.

**I work with the tool virtually every minute of every day - it's the best way to see what our competitors are doing.** I have a dedicated screen for the tool on my desk, and we also have screens with the tool all around the newsroom so that everyone can see what's working online and how we are doing.

When we used EzyInsights and CrowdTangle side by side, Ezyinsights always delivered more information faster, and it's much easier to use.



**“ Publishing news online is a competitive space, which means we need to be faster than our competitors. ”**

JULIEN SOFIANOS  
SOCIAL MEDIA EDITOR

LE PARISIEN

### EzyInsights helps across the editorial workflow:



**1** News gathering

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

**2** Curate

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

**3** Promote

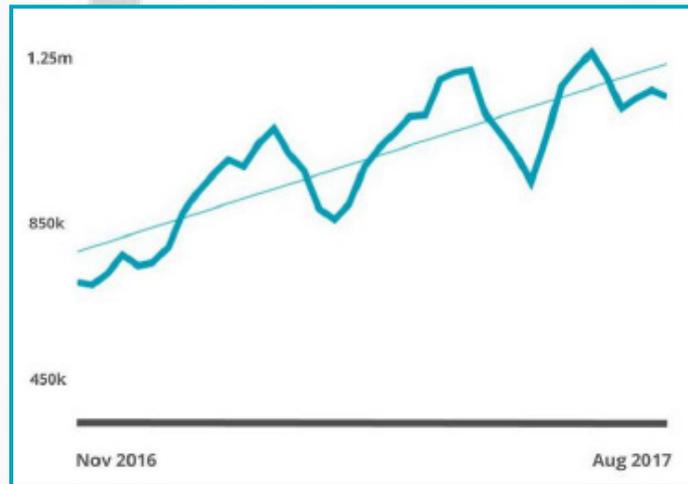
- » Know when to post on social media.
- » Know which content type to use.

**4** Monitor

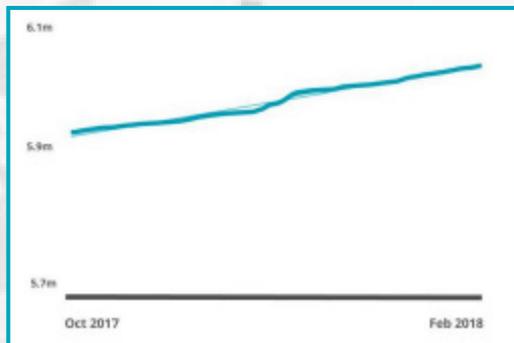
- » Review your performance and KPIs
- » Review your competitors posting sequence and performance in real time.



LE PARISIEN FACEBOOK ENGAGEMENT GREW BY 70%  
FACEBOOK ENGAGEMENT TREND  
NOV 2016 - AUG 2017



FACEBOOK FAN BASE GROWTH



PAGE RANK IMPROVEMENT

**+57%**  
Alexa ranking based on Web traffic

## 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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- 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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