



ezy insights[®]

NEVER MISS A STORY.

CASE STUDY

TAKING THE LEAD ON SOCIAL WITH DATA DRIVEN INSIGHTS

**PUBLIC BROADCASTER
THE NETHERLANDS**

Public Broadcasters have strict legislation in the Netherlands preventing them from speaking on behalf of any commercial services. Therefore we have created an anonymised case study.

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PUBLIC BROADCASTER



+54%

INCREASE IN
AVERAGE **DAILY**
ENGAGEMENT



+24k

MORE **ENGAGEMENTS**
PER WEEK *



+140k

FAN BASE
GROWTH

* within 4 months

“The biggest impact and benefit is the content. It is about finding the right content and the right angle for our story.”

INTERACTIVE MEDIA

WEB EDITOR

“ Before EzyInsights people could spend 3 to 4 hours everyday on news gathering.

With EzyInsights we just glance at the screen and immediately know what is going on. ”

“ We use EzyInsights to keep an eye on our competitors and other news media to see what they are reporting about. This way we can see which news our audience really can't miss and how we can optimize our reporting. ”

company

BACKGROUND

The Dutch broadcasting company uses EzyInsights data to inform how, when and what to post on social.

As a result, their Facebook pages grew up to +230%, at the time when competitors' engagement trend was downwards. After adopting EzyInsights to digital strategy, Public Broadcaster gained circa 121K more weekly engagements, and their new Facebook pages grew from zero to thousands of weekly engagements.



INDUSTRY:
Radio and
Broadcaster



LOCATION:
Hilversum,
Netherlands



COMPANY SIZE:
500 People



**EZYINSIGHTS
USERS:**
123 People

challenge

CREATING DATA INFORMED NEWSROOMS

Traditional broadcasting companies must embrace a new skillset, understanding the online world of content distribution. Moving to a data-informed way of thinking, reacting to the dynamic social-first world and changing habits of TV consumers.

“We are a big company with lots of different departments. We have Radio Stations, TV programs and so and all of these want to have the best information from the Internet. EzyInsights helps us with that.”

Their digital audience is in danger of being lost to online publications that are able to navigate, understand and react quicker to changing social platforms.

EzyInsights supports us through out the editorial workflow:





Adapting to an online audience requires a culture shift throughout the company. Public Broadcaster was already at an advantage here, as their social editors are fully integrated into the newsroom.

An important part of that is making the distribution of actionable data friction-free. EzyInsights' TV mode was an ideal fit in terms of making that data available to everyone, without them having to log into a system or even be at their desks.

“We do use TV Mode. I am proud to say there are more and more TV screens across editorial department, we get to see more filters and data.”

INTERACTIVE MEDIA PUBLIC BROADCASTER

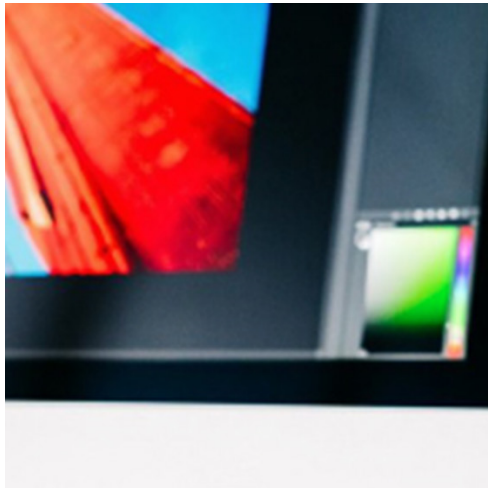
results:**PUBLIC BROADCASTERS PAGE LIKES WENT UP 100K DURING THE FIRST 6 MONTHS WITH EZYINSIGHTS**

In the first six months of implementing their new digital strategy with EzyInsights, engagement went up across nearly all Public Broadcasters brands and pages. Public Broadcasters pages beat the trend as competitor pages saw engagement fall.

Facebook engagement went up 35% on average and up to 230% for the biggest pages. New page likes were gained rapidly during the first 6 months.

“We are a big company with lots of different departments. We have Radio Stations, TV programs and so and all of these want to have the best information from the Internet. EzyInsights helps us with that.”

INTERACTIVE MEDIA PUBLIC BROADCASTER

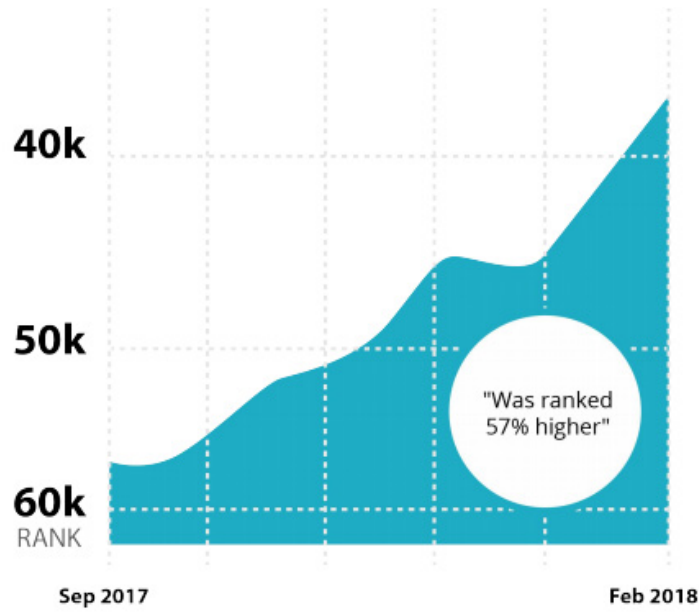


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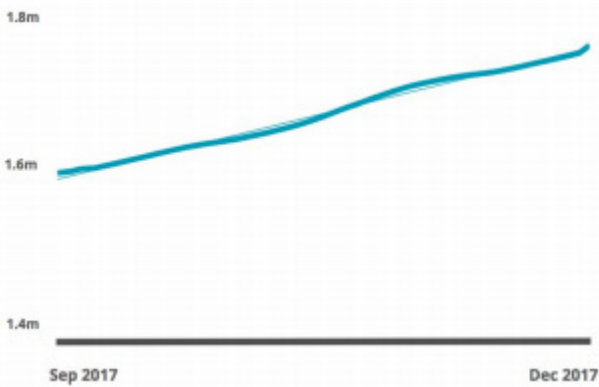
PUBLIC BROADCASTER

SEP 2017 VS. FEB 2018

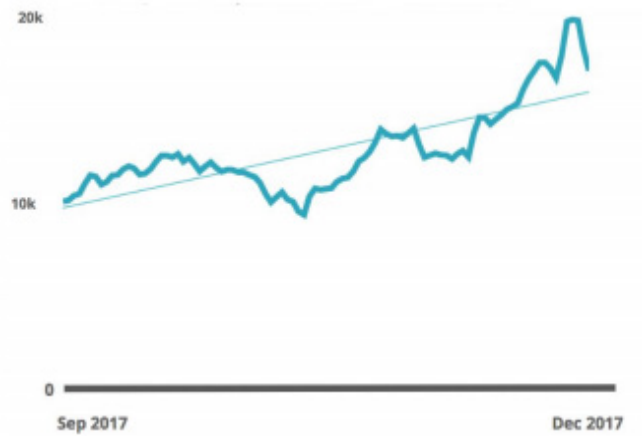


Public Broadcaster's domain rose by 20,000 places in Alexa ranking based on web traffic

FACEBOOK FAN BASE GROWTH



FACEBOOK ENGAGEMENT GROWTH



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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- 04** PERFORMANCE METRICS FOR SOCIAL AND DIGITAL
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