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NEVER MISS A STORY.

20
minutes

CASE STUDY

**HOW A DAILY LOCAL NEWSPAPER
STRENGTHENED DIGITAL
ENGAGEMENT**

CASE 20 MINUTES



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company**BACKGROUND**

20 minutes is a free print and digital daily newspaper aimed at commuters in France. Headquartered in Paris, the newspaper has 11 local offices and multiple editions in France, including the cities of Marseille, Lyon, Toulouse, Nice, Nante, Strasbourg, Montpellier, Bordeaux, Lille, Rennes and Grenoble.

With 22.5 million users each month, 20 Minutes has established itself as one of the leading newspapers in France and one of the most powerful news brands for the young urban citizens (15-40 years old).



INDUSTRY:
Daily News



LOCATION:
Paris, France



COMPANY SIZE:
201-500 People



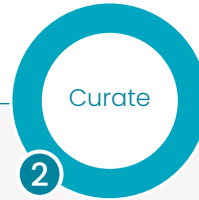
**EZYINSIGHTS
USERS:**
76 People



How 20 Minutes uses EzyInsights across the editorial workflow



"We chose EzyInsights because we wanted a tool to boost our virality and to discover interesting stories, particularly breaking news and local news."



"We have 11 local offices and multiple editions. EzyInsights is efficient, very simple and easy to customise for every need."



"We use EzyInsights on a daily basis. It's a great tool to maintain a high level of interactions."



"Our journalists and social media team always have Ezyinsights open on their second screens to have feedback on virality, to scan not posted stories, and benchmark against our competitors in real-time."

20 MINUTES
DEPUTY EDITOR-IN-CHIEF
ANNE KERLOC



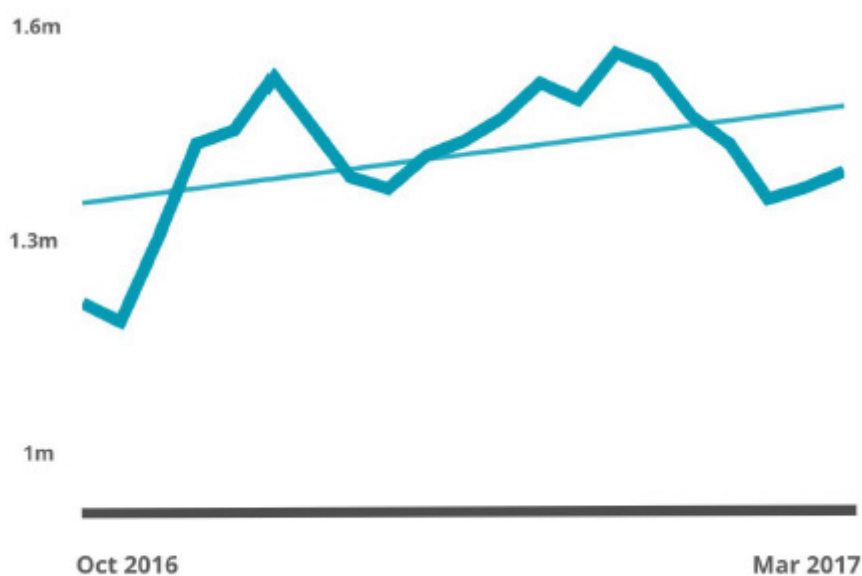
20 Minutes Deputy Editor-in-Chief Anne Kerloc explains

THEIR APPROACH TO DIGITAL:

“ We have always focused our efforts on engagement. Our growth is mainly organic – we have very few sponsored post. We post live and native videos that drive a lot of interactions. We add comments and remarks on link posts to have a frank and direct dialogue with our followers.

On top of EzyInsights, we also use other tools to have intelligence reports of total interactions by post, for example. ”

FACEBOOK ENGAGEMENT GROWTH
OCTOBER 2016 – MARCH 2017



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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- 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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