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NEVER MISS A STORY.

HUFFPOST

CASE STUDY

HOW NEWSROOM DIGITALISATION RESULTED IN AN IMMEDIATE BOOST IN SOCIAL TRAFFIC

CASE HUFFINGTON POST SPAIN

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HUFFPOST



+26%

FACEBOOK
ENGAGEMENT **WENT
UP** OVER 6 MONTHS



+31k

MORE **ENGAGEMENTS**
PER DAY



+171k

NEW FANS
IN 12 MONTHS

Huffington Post Spain's
Facebook engagement **rose**
by over +30K engagements
per day during the first 6
months with EzyInsights.



*“ When I look at Ezy’s screen I have
the feeling that I’m going to find
something really valuable there. ”*

GUILLERMO RODRIGUEZ
SUBDIRECTOR

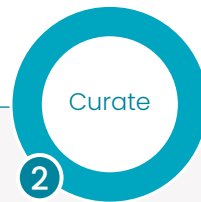
HUFFINGTON POST SPAIN



How Huffington Post Spain improved their editorial workflow management with EzyInsights



Improvement of local and national news gathering in Spanish across all publishers. The efficiency of each journalist is increased. Time is saved every day across the team.




Data has given confidence to the whole newsroom in Huffington Post Spain's editorial output.



Increased traffic to Huffington Post Spain's website, consolidation of the brand and new readers gained.



Focusing especially on content related to politics, serious news and in video format.

A woman with long blonde hair is looking intently at a computer screen in a dimly lit office. In the background, another person is visible working at a desk with a computer monitor. The scene is captured in a cinematic style with low-key lighting.

“It always took us a lot of time to track the web in search of news, but we were never really conscious of how long it took.”

GUILLERMO RODRIGUEZ
SUBDIRECTOR
HUFFINGTON POST SPAIN

company

BACKGROUND

Huffington Post Spain is a small company with 20 employees focusing on online news, written in Spanish. Before EzyInsights, employees searched for news via newswires or manually across competitors to find standout stories.



INDUSTRY:
General news



LOCATION:
Spain



COMPANY SIZE:
20 People



**EZYINSIGHTS
USERS:**
10 People

results: From uncertainty

TO CONFIDENCE

After starting to use EzyInsights, Huffington Post Spain realized how much time they were spending on news gathering. The team was convinced that they had to stop wasting time. Besides more effective news gathering, the EzyInsights platform gave journalists the confidence to know that they are writing about the right news. Increases in user traffic and engagement rates confirmed that they were in the right direction.

“ It’s a psychological issue. Our editors and writers now have the feeling of having everything under control. It is not the same to think ‘I missed something’ and ‘This tool is telling me what is interesting for our readers in Spain right now.’ ”

GUILLERMO RODRIGUEZ
SUBDIRECTOR
HUFFINGTON POST SPAIN

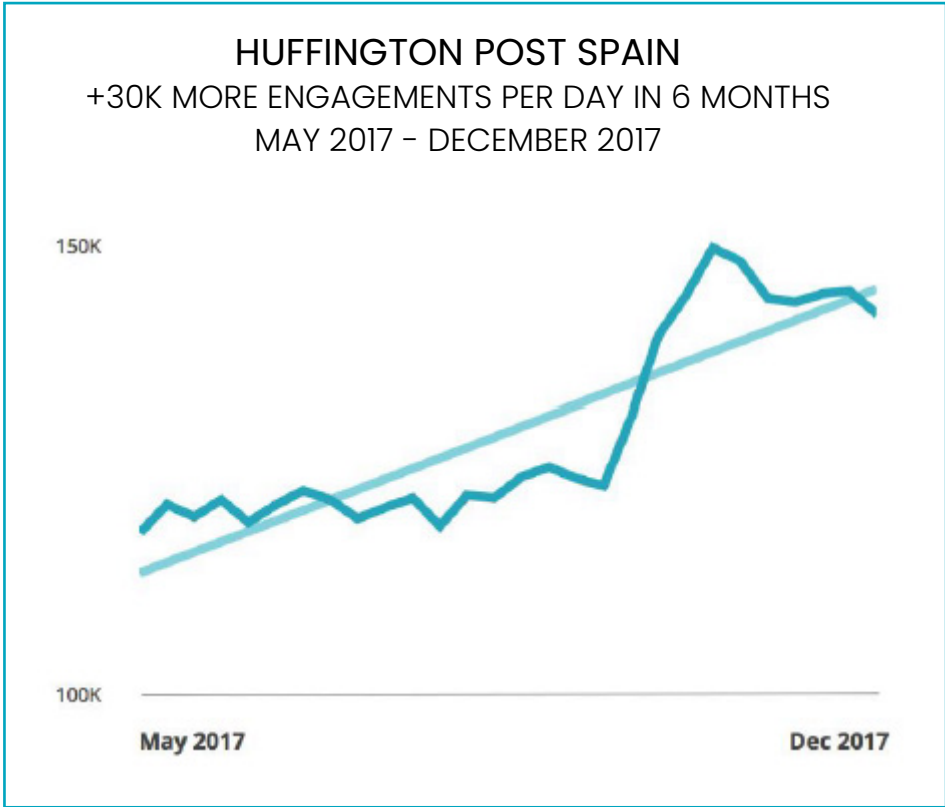


gaining invaluable knowledge of the
COMPETITORS

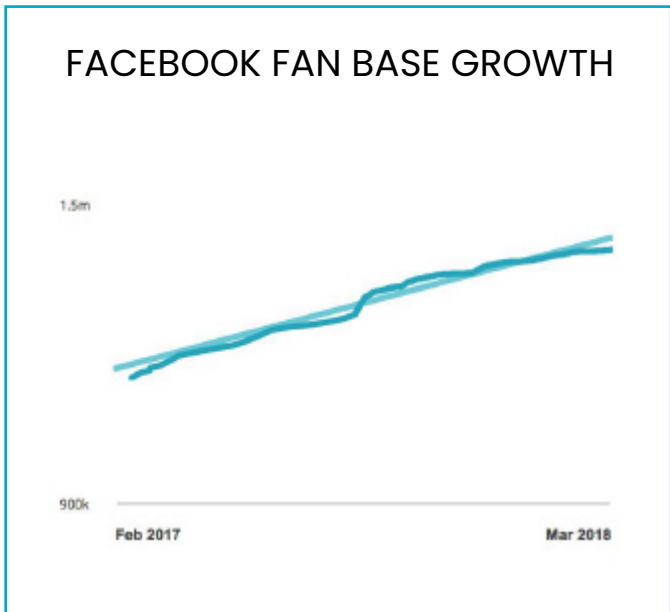
Getting a bird's eye view of the news landscape helped Huffington Post Spain understand the strategies of their national and local competitors. Benchmarking these publishers' behaviour, approach and results helped HuffPost to be sure they were writing about news that resonated with the audience.

“ EzyInsights helps us a lot. It has enabled us to increase traffic to our website, consolidate the brand and gain more readers. ”

GUILLERMO RODRIGUEZ
SUBDIRECTOR
HUFFINGTON POST SPAIN



“We use Ezyinsights intensively throughout the day.”



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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HUFFPOST

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