

USE YOUR EPAPER USER DATA TO MAKE PROFIT

Visiolink Business Intelligence

Act on data

Engaging readers is a matter of staying relevant by providing the right stories and ads. At the right time. On the right channels.

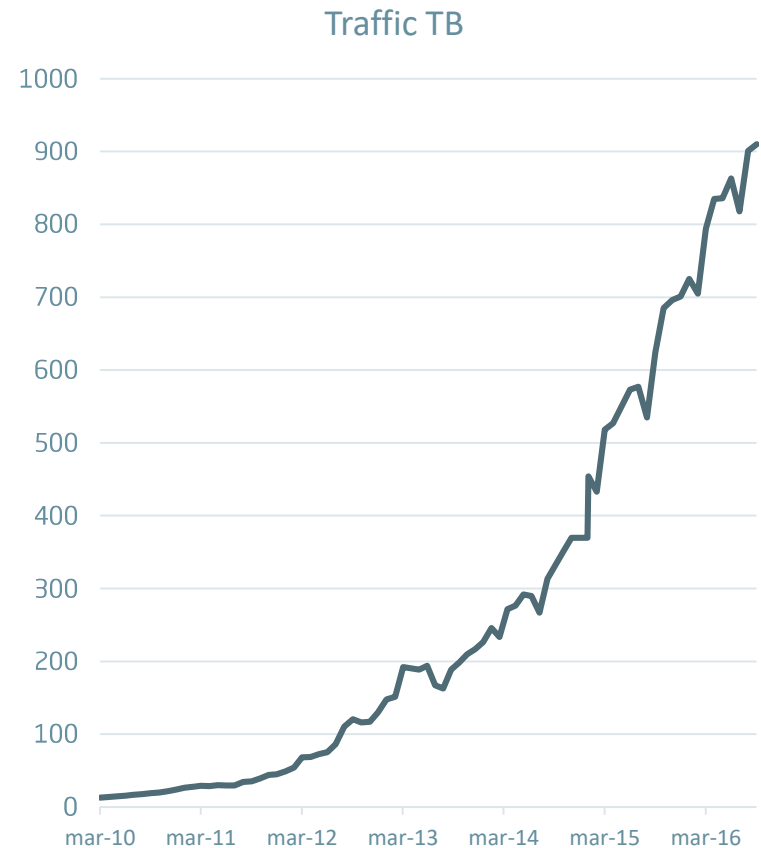
The data your digital publications generate gives valuable strategic insight, and in Visiolink Business Intelligence we turn vast amounts of user data into profitable business assets.

We share data and survey results from ePapers across Europe, and give you valuable insights on how to attract paying digital subscribers.



A few operational facts

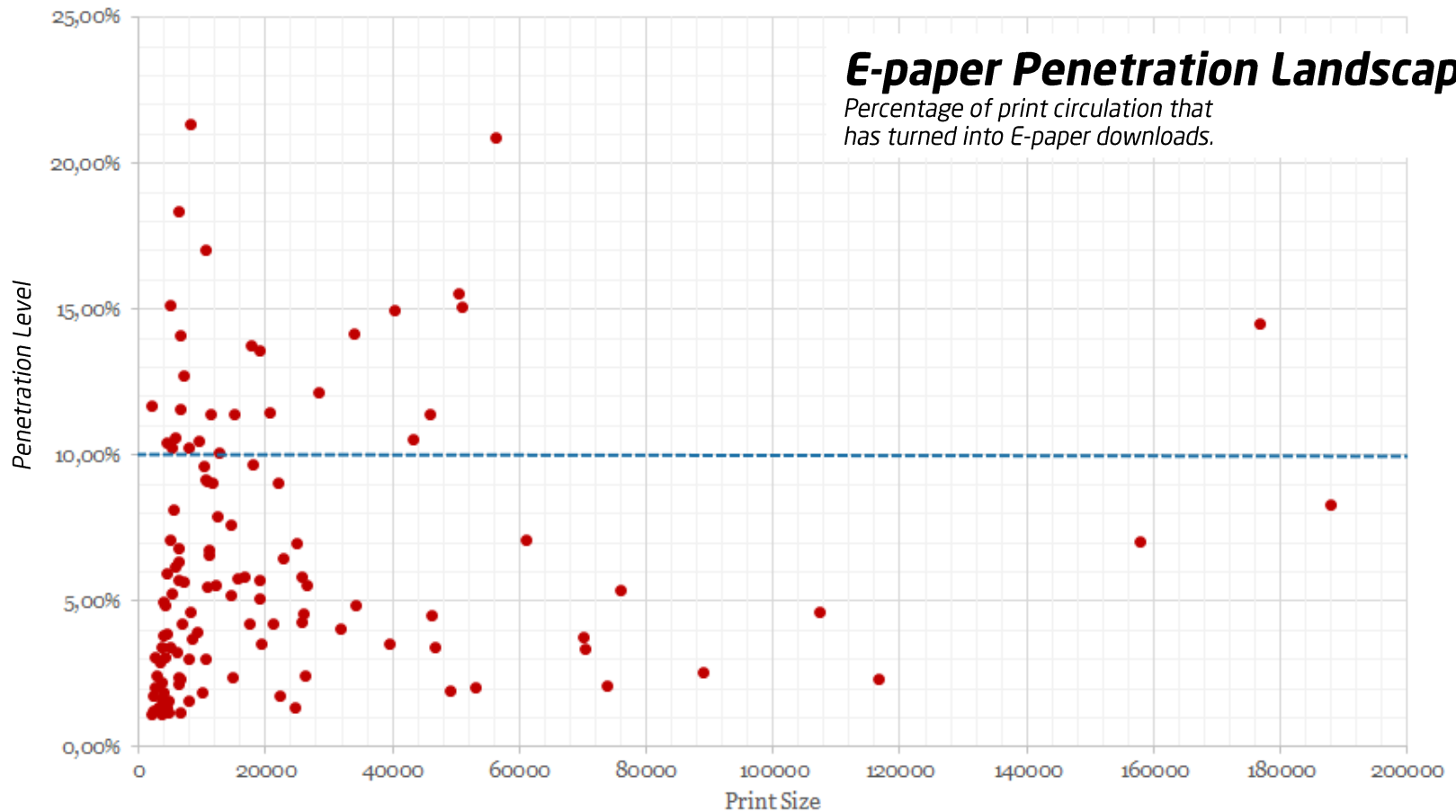
- 1.664 titles on platform
- 40.000 pages processed daily
- 69 million pages online
- 200 TB storage online
- 911 TB traffic in September 2016
- +900 million pages read per month



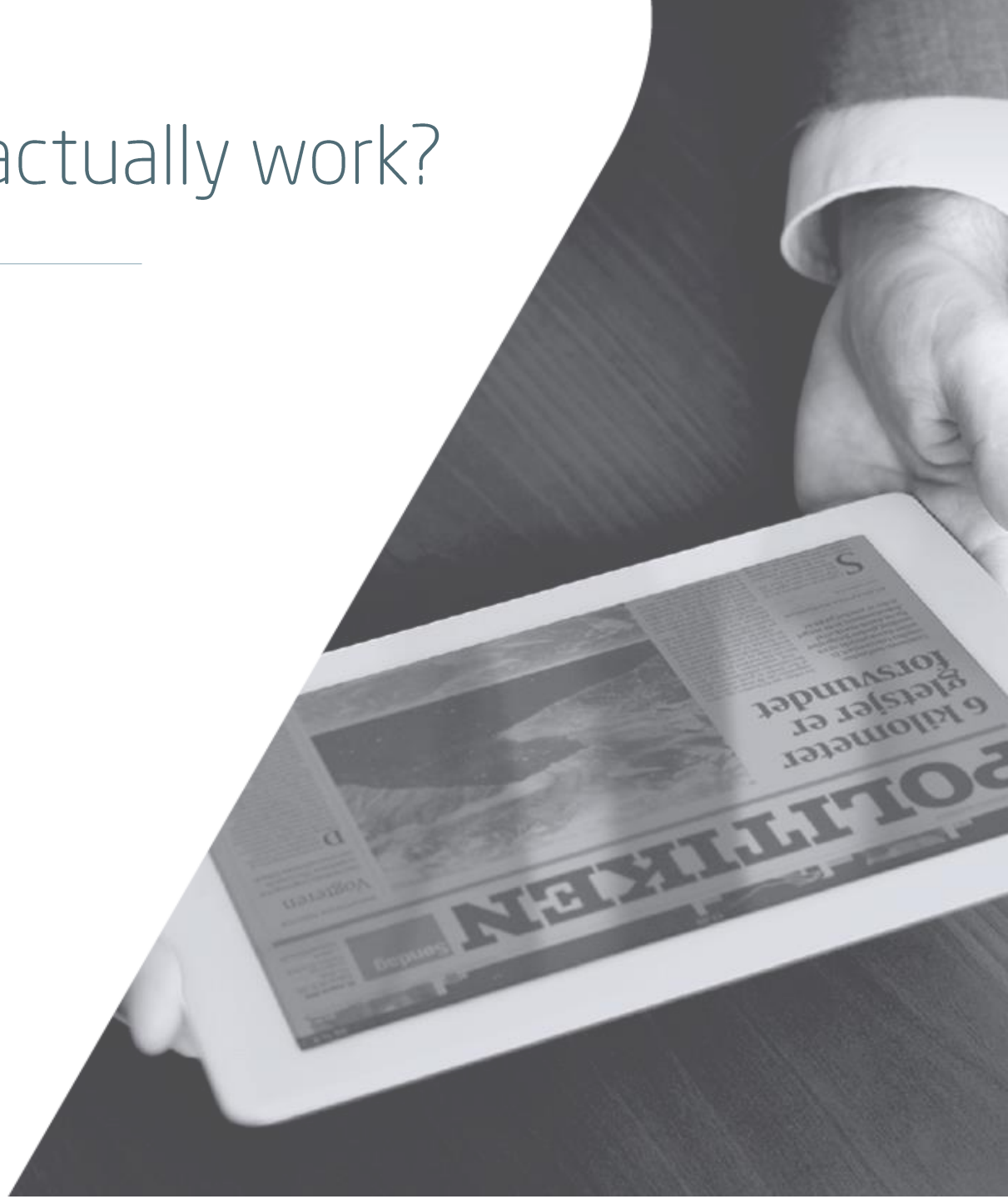
Traffic and Server Data from Visiolink Hosting Facilities.



The Facts about ePaper readers



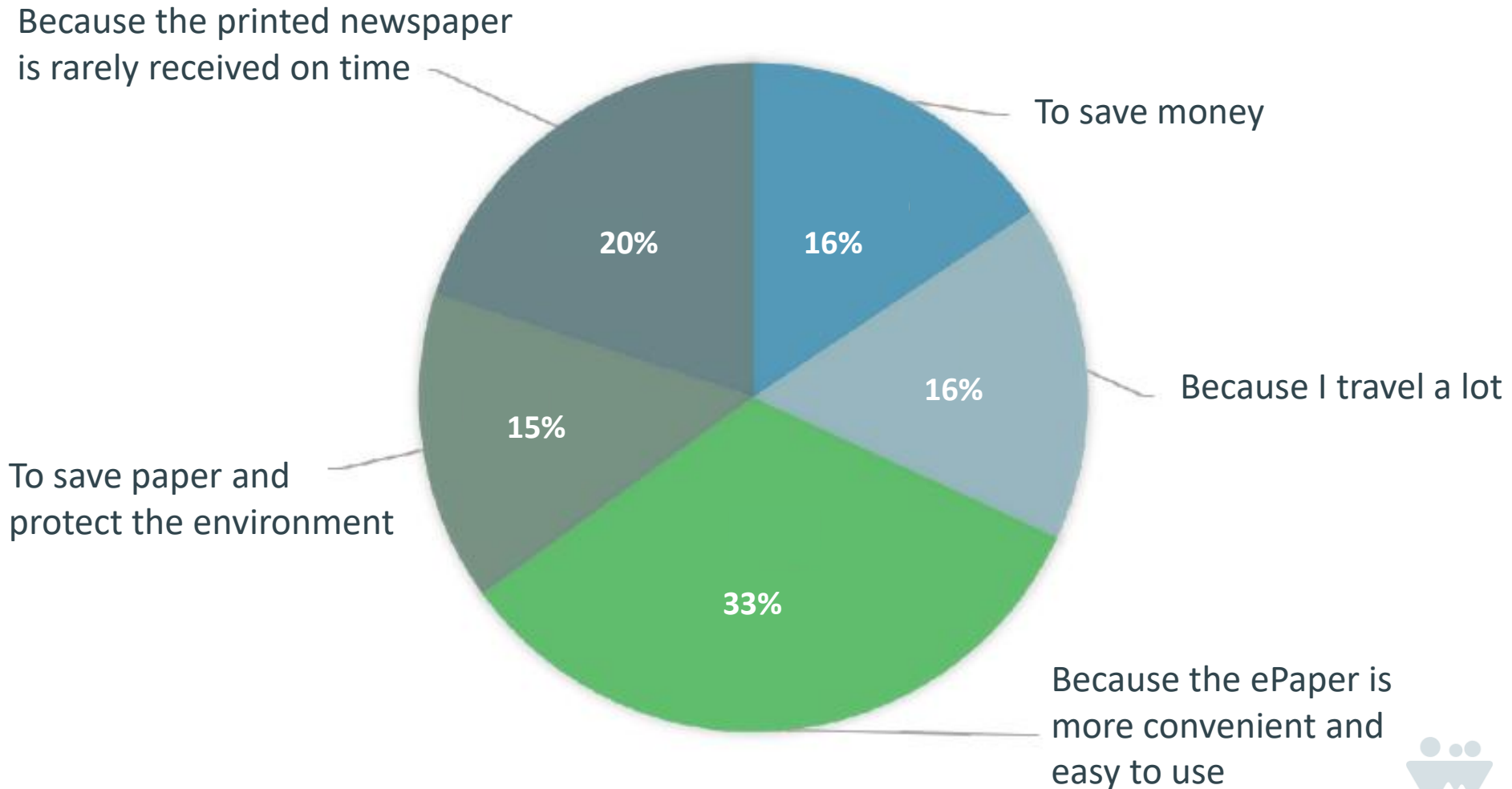
How does this actually work?



What we know

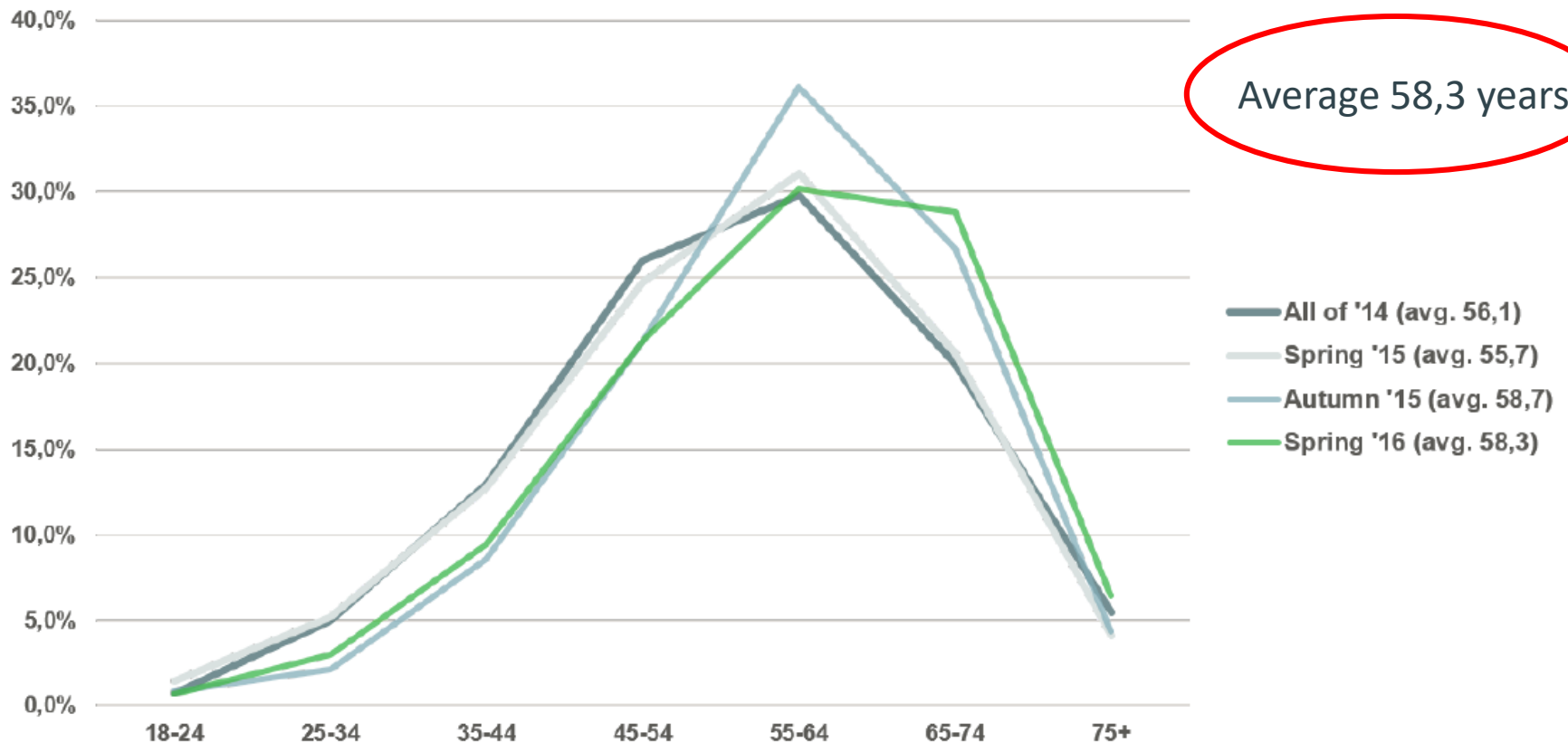
- Availability is the No. 1 reason to read an ePaper
- Heavy users are most likely to promote your ePaper
- ePaper readers show high interest in Clickable Ads
- Experimentation with Dynamic Ad formats is popular
- ePapers yield high winback rate on print-cancellations
- Extremely high ROI on ePaper investment

Reasons to read as ePaper



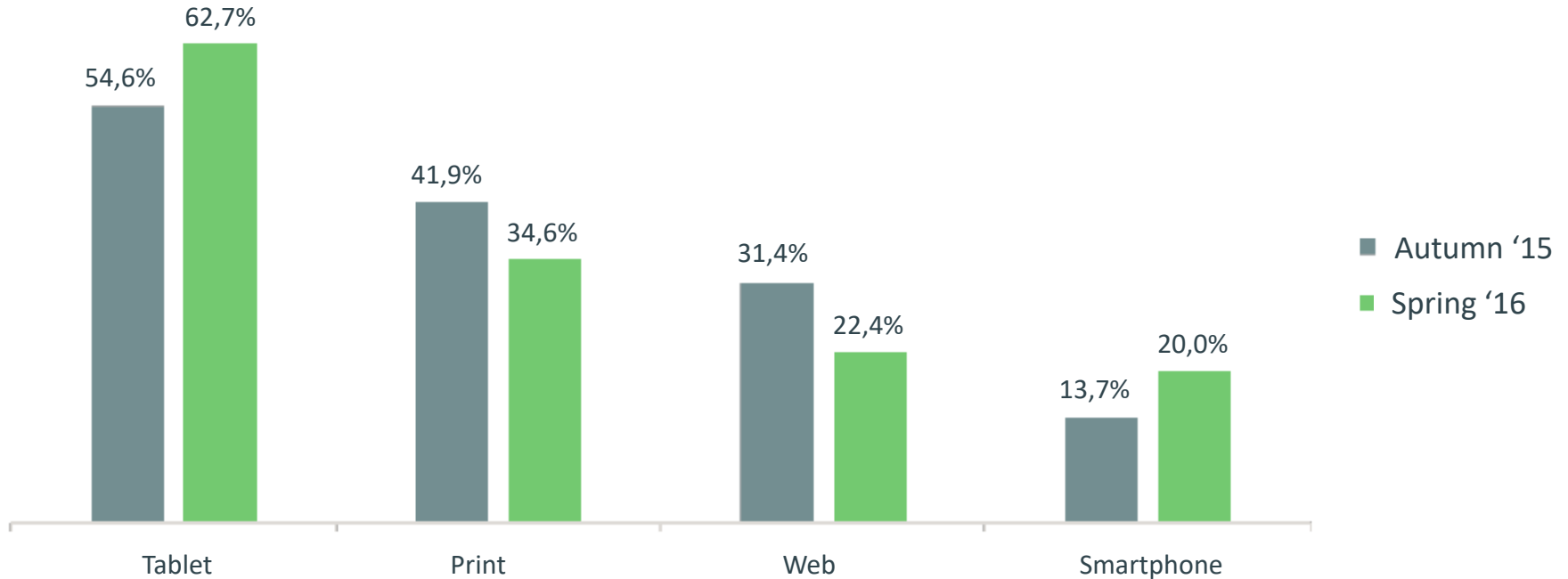
ePaper readers are the mature high spenders

What is your age?

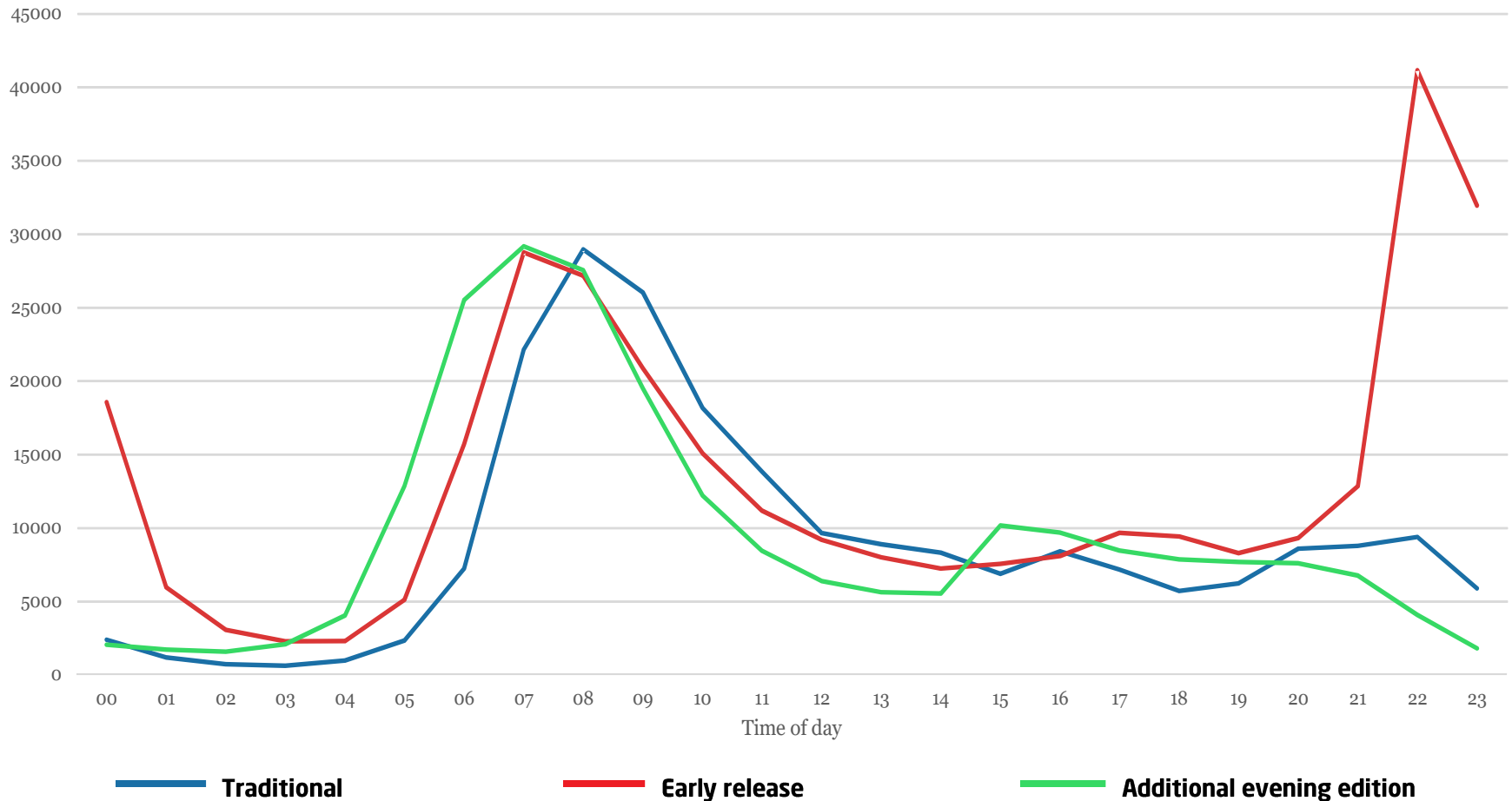


Smartphones are gaining terrain

The newspaper is available in a variety of platforms.
How often do you read it on...?



ePaper readers with a changed behavior



BUSINESS CASES

Business case – digital subscription

Print circulation:	40.000
E-paper penetration:	24%
E-paper downloads:	9.600
Digital only subscribers:	5.500
E-paper subscription:	295 EUR per year
E-paper revenue (digital only):	1.622.500 EUR



Business case – Clickable Ads

Newspaper circulation:	70.000
ePaper penetration:	13%
CTR:	From 1,61 to 9,28%
Clickable Ads sold per month	50
Price per ad:	500 EUR
Clickable Ad revenue per year:	300.000 EUR



Business case – Interstitials

Impressions: 45.921

Clicks: 5.332

Click-Through-Rate: 11.61%



Nordea

Ved du, hvad din næste bolig må koste?

Når du skal købe ny bolig, handler det om at skabe overblik over sammenhængen mellem den bolig, du gerne vil bo i, og det liv, du gerne vil leve.

Prøv vores boligberegner, og find ud af, hvad du kan købe bolig for.

[Beregn nu](#)

The advertisement features a background image of a person's hands using a laptop. The laptop screen displays the Nordea website's mortgage calculator interface, which includes the heading 'Boligsberegner - hvad kan jeg købe bolig for?' and a sub-heading 'Hvad kan jeg købe bolig for?'. The interface also contains input fields for 'Indtægt til bolig' and 'Ønsket bolig'.



Analyze data and plan your actions

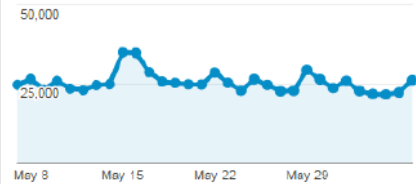
Downloads

784,588

% of Total: 2.02% (38,790,758)

Downloads

● Total Events



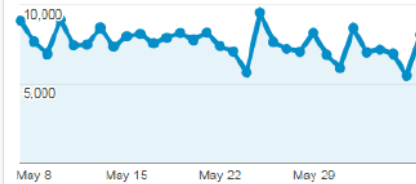
Auto Downloads

234,139

% of Total: 0.60% (38,790,758)

Auto Downloads

● Total Events



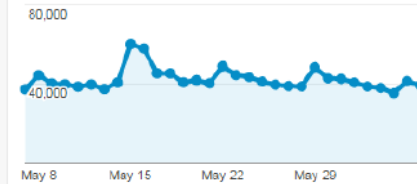
Publication (Openings)

1,304,541

% of Total: 3.36% (38,790,758)

Publication (Openings)

● Total Events



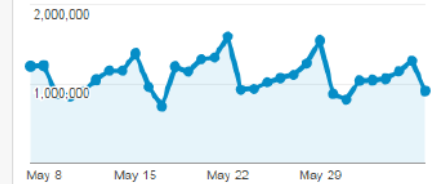
Page Views

34,007,096

% of Total: 87.67% (38,790,758)

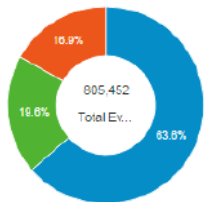
Page Views

● Total Events



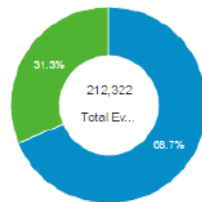
Downloads by Device Category

■ tablet ■ mobile ■ desktop



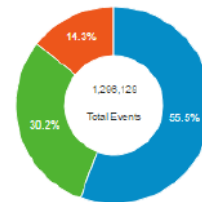
Auto Downloads by Device Category

■ tablet ■ mobile



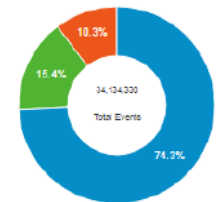
Publication (Openings) by Device Category

■ tablet ■ mobile ■ desktop

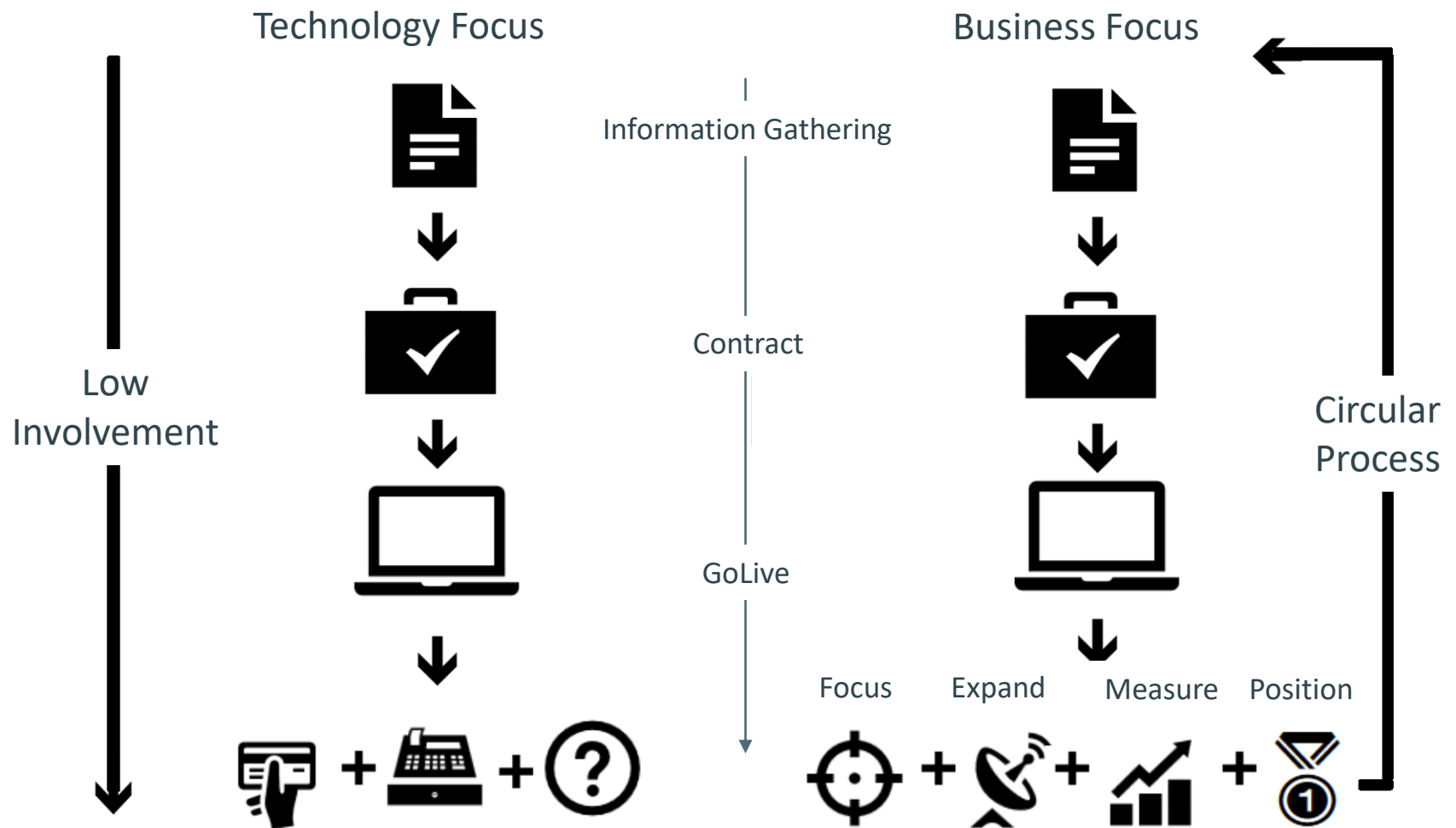


Page Views by Device Category

■ tablet ■ desktop ■ mobile



Data is knowledge. Knowledge is KING



QUESTIONS & ANSWERS

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