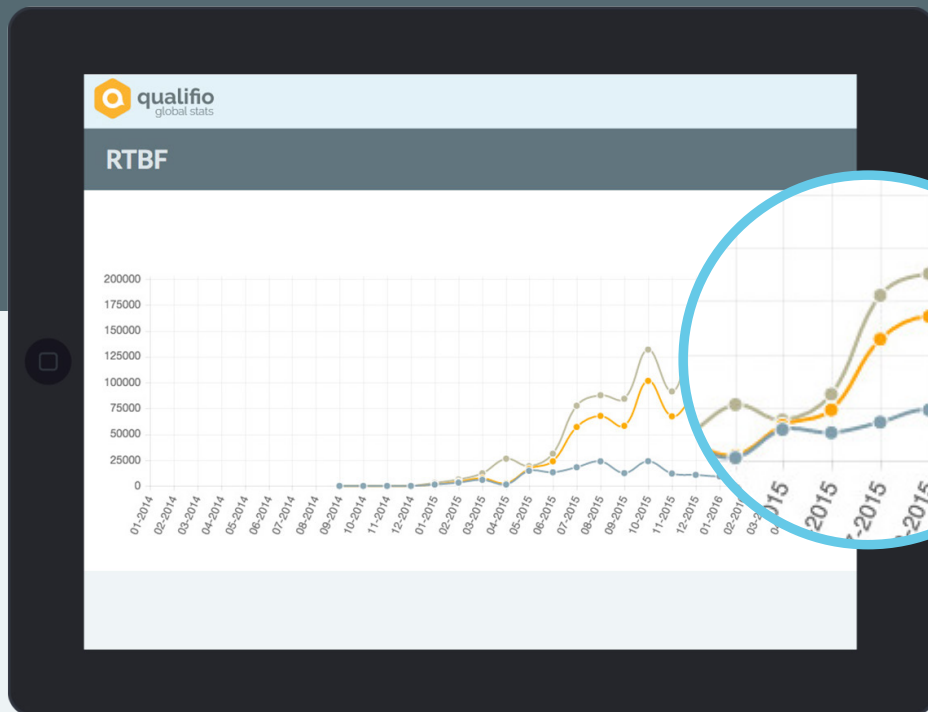


rtbf

CASE STUDY

How RTBF significantly increased its number of opt-ins with Qualifo



From 2015 to 2016



2,500
campaigns



900,000
participants



1,300,000
games



45,000
opt-ins

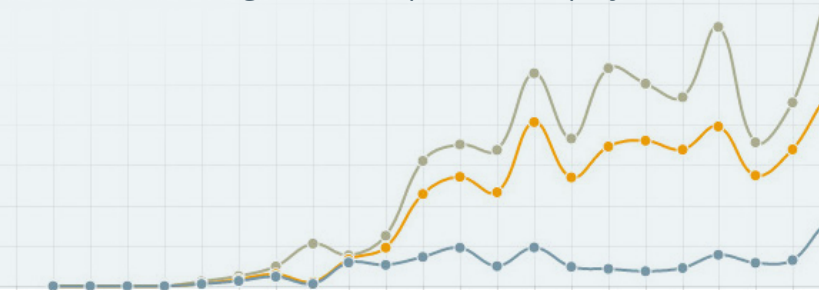


▶ RTBF :

Radio-Télévision Belge de la Fédération Wallonie-Bruxelles (RTBF) [Belgian Radio-Television Broadcasting of the French Community of Belgium] is an independent state-owned company focused on cultural matters. Active in various types of media, RTBF includes three television channels, five radio stations, a large Internet presence composed of an 'RTBF AUVIO' broadcasting platform, various themed websites and a sustained presence on social media.

▶ Case :

RTBF has been using Qualifio since January 2015, mostly to conduct campaigns (contests, surveys, games, etc.) on the websites of its various TV, radio, news and themed channels. With over one hundred users, in just a year and a half, RTBF has created close to 2,500 campaigns with over 900,000 participants playing around 1,300,000 games. The TV website alone has created over 600 campaigns, while the radio websites have conducted almost 300 campaigns apiece. Some contests have even generated up to 30,000 plays!



▶ ROI :

Aside from the convenience of having replaced multiple apps with a single one, RTBF has observed a noticeable increase in opt-ins for its newsletters since the use of Qualifio began within the company (The Voice in January 2015, other sites in June of the same year). The TV newsletter, for instance, had remained stable for a long time but, in one year, its number of subscribers soared from 31,000 to 39,000. Meanwhile, the Classic 21 newsletter rocketed from 37,000 to close to 50,000 subscribers, and Pure FM grew from 33,000 to 37,000...Since June 2015, the overall number of subscribers (all newsletters included) has risen from 280,000 to 325,000.





Renaud Falys :

“ Renaud Falys joined RTBF in 1988, working as an assistant on various cultural programmes. In 2002, he created the concept for the “Hep Taxi!” show, which he oversaw for its first two seasons. Keen to evolve within RTBF, he joined the web team in 2004, where he managed the websites for Pure FM and La Deux. In 2008, he was appointed e-mail marketing manager within the RTBF Interactive (iRTBF) department. Since June 2015, he has also been in charge of the Qualifio project for RTBF, providing coordination and user training.

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“ The most powerful online platform to create and publish viral interactions on websites, mobile apps and social networks. ”