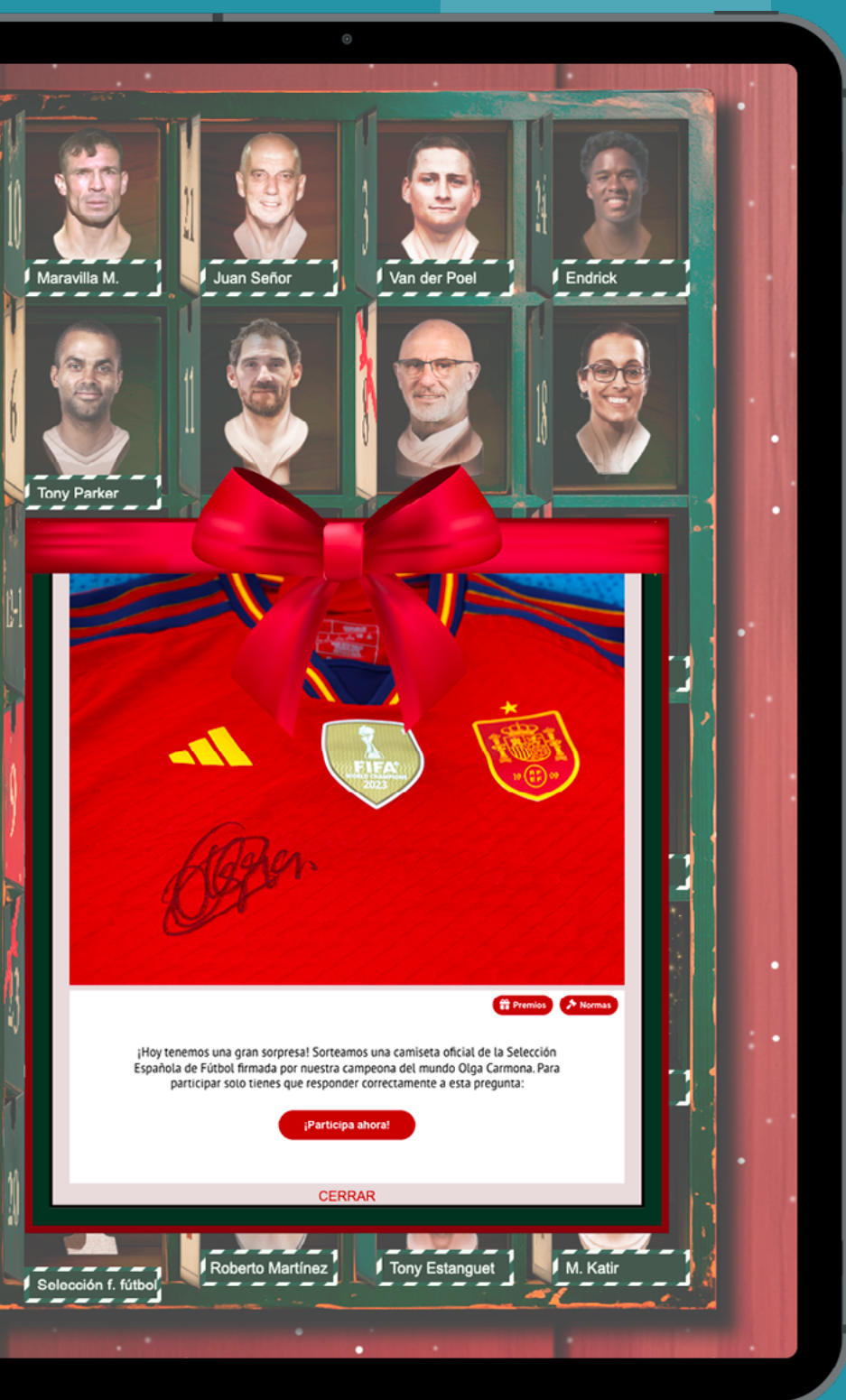




Leveraging Qualifio for data monetisation and audience engagement: Unidad Editorial's success story



Introduction

Unidad Editorial, a major player in the Spanish media market, has seamlessly integrated the Qualifio platform into their digital marketing strategy to achieve several goals:

- 1 Collect valuable data
- 2 Enhance data monetisation
- 3 Increase reader engagement
- 4 Provide greater value to advertisers

This success story offers a comprehensive exploration of the use of Qualifio within Unidad Editorial. It highlights the internal uses of the platform within Marca, Spain's most widely read newspaper owned by Unidad Editorial, while also highlighting external uses for advertising campaigns with advertisers such as Orange, LaLiga, and more.



Rubén Guirado González

Head of Data Science
@ Unidad Editorial

"Knowing your customers' opinions and knowing how to analyse them is crucial. Today, Qualifio enables us not only to collect data about our readers and implement retargeting strategies but also to monetise our data, launch new products and generate additional revenue streams."

Learn how Qualifio helps Unidad Editorial collect valuable first-party data and implement effective campaigns, supporting both internal data teams and external publishing needs.

Internal use: driving engagement with Marca

Marca is a Spanish daily newspaper that covers sports-related news, particularly football. With a **daily readership of over 5.3 million worldwide**, it is the largest daily newspaper in Spain, accounting for more than half of Spain's total sports readership.

Qualifio became an integral part of Marca's digital strategy, seamlessly integrating into their website to consistently drive engagement campaigns. The platform allows Marca to gamify interactions with news, resulting in increased reader engagement.

Marca's engagement campaigns range from **battles** to identify the player of the match, to **polls** soliciting readers' opinions on topical issues, or **surveys** evaluating a soccer team's performance. Marca generally launches around **4,000 campaigns** a year, generating around **40 million participations**.

"The data science team at Unidad Editorial uses Qualifio weekly, while Marca uses it daily. If you visit the Marca website, there is not a single day you don't see an engagement campaign from Qualifio."



Rubén Guirado González

Head of Data Science
@ Unidad Editorial

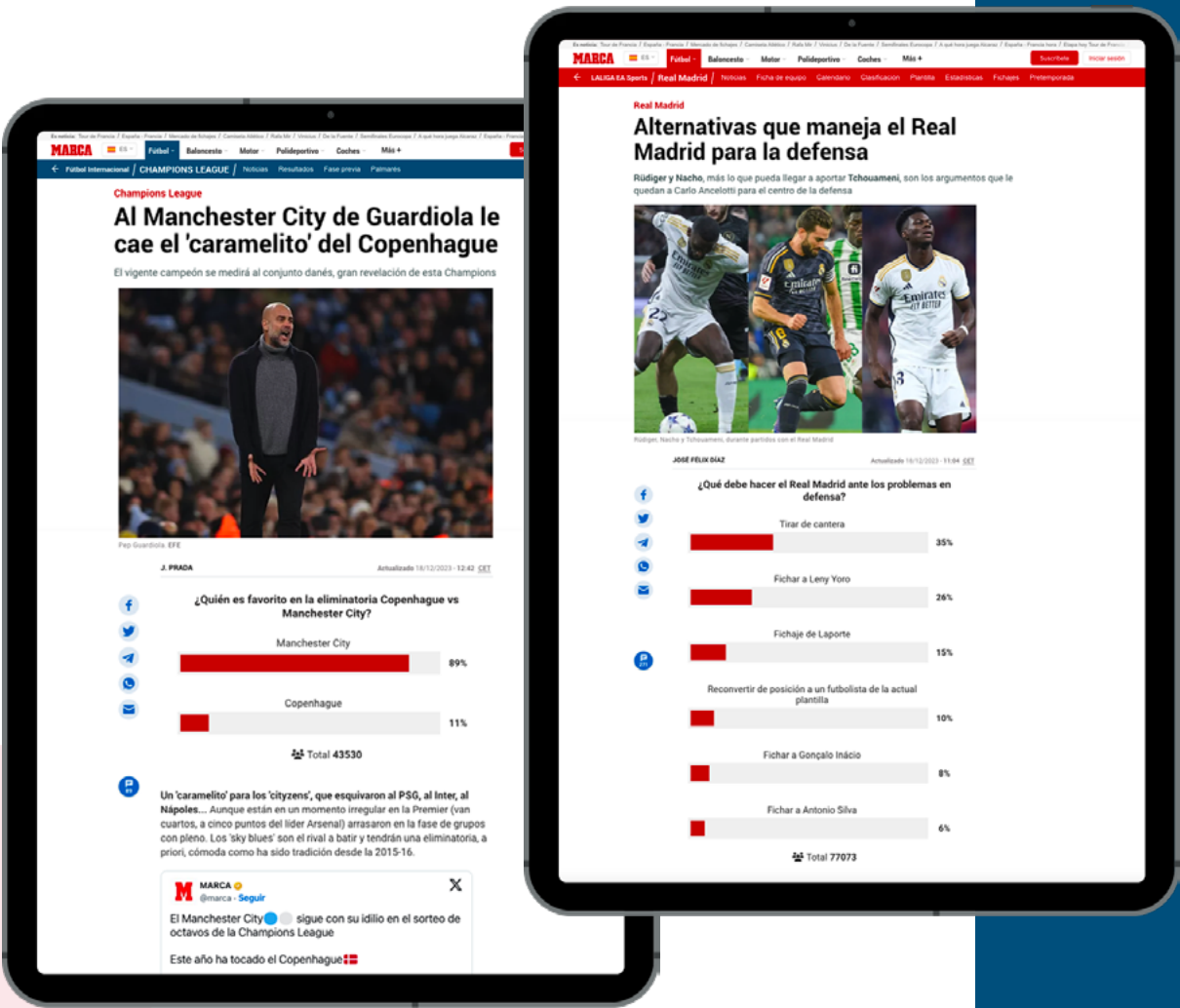
MARCA

4,000

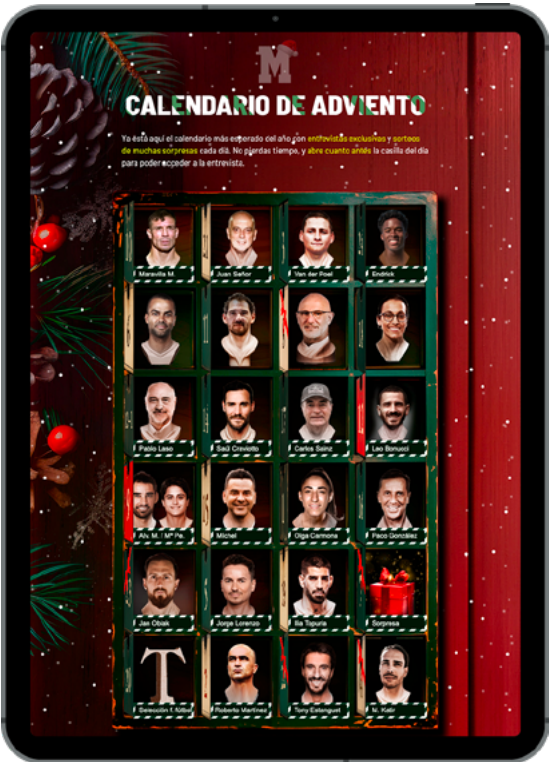
campaigns

40 million

participations



For Christmas, the newspaper showcased creativity by introducing an **Advent calendar** featuring unexpected interviews with football players or coaches. Within these interviews, exclusive contests were hidden, offering participants an opportunity to win a signed jersey from one of the interviewees.



Let's take an iconic campaign example launched by Marca in 2021. Following Spain's elimination from the EURO tournament, the newspaper conducted a poll assessing the team's performance. In just one day, Marca collected more than **70,000 responses**, and the poll focusing on selecting the best player in the team reached a peak of **175,000 participations**. The next day, Marca featured the poll results on the cover of their printed newspaper. This exemplifies an outstanding engagement initiative connecting the digital and physical worlds.



On average, Qualifio campaigns generate over **3 million participations** per month on Marca's website

175,000
participations



External use: monetisation and data collection for advertisers with El Mundo

Unidad Editorial also owns El Mundo, the leading Spanish online newspaper. The newspaper uses Qualifio to **sell branded content to its advertisers and create surveys** to measure the impact of advertising campaigns. Surveys are conducted for both the users affected by the campaign and those who were not, to evaluate their brand perceptions — a segmentation made possible thanks to Permutive, the audience platform used by Unidad Editorial.

Rubén's favourite campaign was a survey launched for the world leader in the private security industry. Initially facing challenges with response rates due to lengthy questions, the collaboration between Unidad Editorial and this advertiser led to survey optimisation (look and feel, number of questions, etc.) and a remarkable **50% improvement in response rates**.



50% improvement
in response rates

The response rate and the number of emails collected are the key performance indicators (KPIs) for measuring these campaigns effectiveness.

All the data collected through Qualifio campaigns enable efficient retargeting and segmentation for future campaigns. And this is where Permutive comes into action.

“Qualifio helps us create new segments that we can sell to our customers. By conducting a survey, we can determine, for example, if users are open to switching their smartphones. This allows us to target upcoming smartphone campaigns specifically to users willing to make a change. We weren’t launching surveys before using Qualifio. With Qualifio, we can get closer to our readers, who are also the customers of our customers, and know them better.”



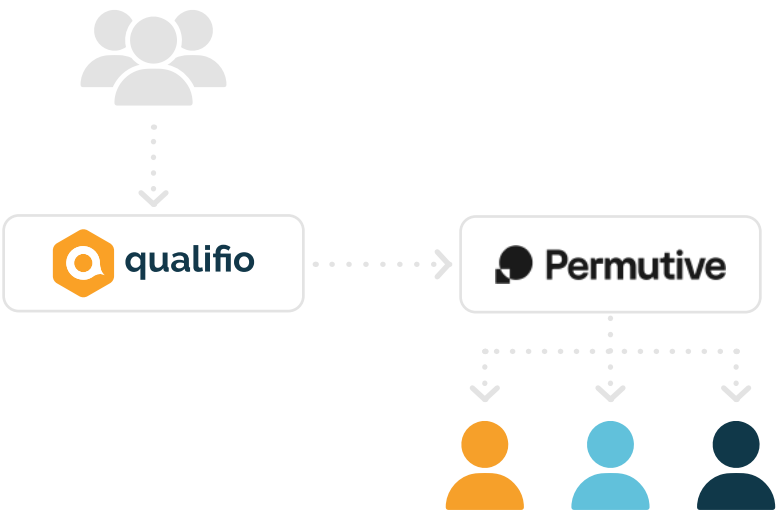
Rubén Guirado González

Head of Data Science
@ Unidad Editorial

Segmentation with Permutive

Permutive's audience platform empowers publishers and advertisers to address all of their audiences in the moment while protecting privacy.

The integration of Qualifio with Permutive played a central role in Unidad Editorial's ability to segment their audience. Creating segments from Qualifio surveys provided valuable insights, reducing dependence on third-party data. In an era marked by the **end of third-party cookies**, **Unidad Editorial found a reliable ally in Qualifio**, helping them collect more first-party data and leverage them by enriching segments in Permutive.



"I like Qualifio for three reasons: the platform's simplicity and ease of use that ensures a quick onboarding for users, the integration capabilities with Permutive and the user-friendly reporting and analytics dashboards that add value to our campaigns."

In conclusion, we hope you now have a better understanding of how Unidad Editorial has successfully integrated the Qualifio platform into their operations to enhance engagement, monetisation, and data collection. Qualifio's strategic integration has become a pillar of Unidad Editorial's digital marketing strategy, boosting Marca's daily engagement and enabling effective data monetisation for advertisers. As the media landscape evolves, Unidad Editorial continues to adapt, leveraging Qualifio's simplicity and its integration with Permutive to successfully navigate the cookieless future.

Would you like to discover similar success stories? **Check out all the ones available on our website!**

"Qualifio assists us in reducing the use of third-party data. Every month, advertisers come to us with a campaign they want to launch and an audience they want to target. Sometimes, we don't have the characteristics they desire, but with Qualifio, we successfully collect and incorporate them into our campaigns."

The impending shift to a **cookieless world** prompted Unidad Editorial to focus on developing a robust cookieless strategy. Their next steps involve intensifying efforts to collect first-party data, with Qualifio playing a central role in this endeavour.



About Qualifio

Qualifio is the leading European first- and zero-party data collection platform for consumer brands. We enable marketing teams to get to know their audiences through interactive and gamified experiences, offering compelling reasons for ongoing engagement with their brand.



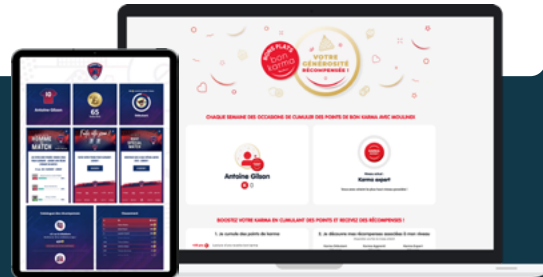
COLLECT

Capture data and generate engagement via quizzes, games, polls, contests, and over 50 other interactive formats.



ENRICH

Enrich your database and foster recurring interactions with your customers via engaging reward programs.



L'ORÉAL

MediaMarkt

Daily Mail



Interested?

Book your demo with live
custom examples

[Request a demo](#)

Need more info first?

[Read our other success stories](#)