

Fact Sheet

A LSF INTERACTIVE SUCCESS STORY



LSF played a crucial part in the launch of the new format for Le Figaro.

Their innovative approach – using an online marketing promotion and recruiting on a CPA [Cost Per Acquisition] basis – proved to be highly effective and generated excellent results.



Frédéric Sitterlé
New Media Director / Le Figaro

The Organization

Le Figaro, owned by the French publishing giant SocPresse, is France's largest circulation daily newspaper.

Business Situation

Le Figaro needed to attract younger readers, especially those in their forties, executives and women. As a result the newspaper's format was redesigned to increase its appeal to this target market.

Online Goals

With a younger, more technically savvy target market, Le Figaro's management wanted to include an internet-based approach to promote its new format. To help achieve this, LSF delivered three online marketing initiatives.

Search Engine Optimization: Following a comprehensive audit of www.lefigaro.com and its competitors, LSF optimized the website to increase organic (free) Search Engine page ranking, increase visibility and brand awareness on the internet and increase conversions.

Online marketing promotion: To attract online viewers and convert them to subscribers, LSF developed a unique online promotion announcing the launch of the new format and providing viewers with the opportunity to win prizes. The promotion included encouraging users to 'opt-in' for ongoing communications, a reduced subscription rate and a 'refer a friend' incentive program.

Targeted email campaign: To help generate awareness and stimulate readership and subscriptions, a specific email campaign was developed and delivered to 90,000 people.

The Results

As a result of these online initiatives, LSF was able to help Le Figaro generate **two and half times** more subscriptions than in the past at a cost per subscription that was **four times lower**.

New Subscriptions	2.5 times more subscriptions than previous marketing initiatives
Cost per Subscriptions	4 times lower than traditional methods
Database	18,000 people chose to 'opt-in' to a new communications database