# For Media and Publishing companies

Xeerpa is a Big Data SaaS marketing solution that allows brands to explore the social universe of each of their users, customers, prospects, fans and followers, by analysing the information they share across the most popular social media networks such as Facebook, Twitter, LinkedIn, Google+, etc.

Unlike other solutions, Xeerpa creates unique profiles for each user, storing them in a database specifically designed to help Marketing and Analytics teams personalise campaigns, increase their ROI, improving customer experience.

TAKE ADVANTAGE OF THE POTENCIAL OF SOCIAL LOGIN

PERSONALISE MARKETING ACTIONS WITH PRECISION
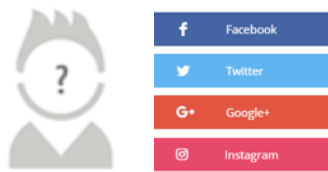
ADVANCED USER SOCIAL PROFILE, ONE-TO-ONE AND AGGREGATED

SEGMENT AND COMPARE YOUR USERS WITH A GLOBAL AUDIENCE

**SOCIALISE YOUR CRM AND COMPLEMENT YOUR CRM, DATA LAKE AND BI STRATEGIES**
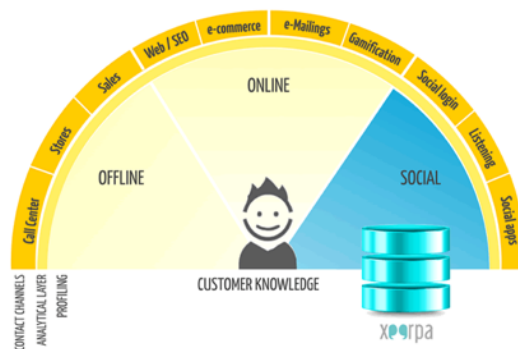
Key benefits for the Media & Publishing industry:

✓ Identify contents, influencers and partners that best fit your audience

✓ Improve segmentation in your CRM, BI and DMP

✓ Impact users that have engaged with specific posts or content

✓ Qualify the DMP to boost the efficiency of programmatic advertising

BOOK A DEMO

Selected clients and success stories in the Media and Publishing companies:
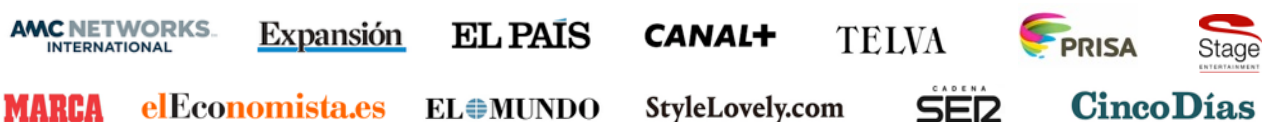
> ¨Xeerpa's advanced user qualification is key in our digital transformation process: from an audience-based model to one where the user becomes the core of our strategies.¨
> **Remigio Lluch,**
> **CMO - Prisa Noticias**

Grupo Prisa is the major Spanish media conglomerate. It owns and publishes a number of newspapers, magazines and radio stations in 23 countries in Europe, US and Latin America, with the global market of 700 million people.

Xeerpa helps Grupo Prisa obtain more in-depth one-to-one information on both their known and anonymous users, boosting the Click-Through Rate (CTR) of their programmatic ads.

Engagement and objective

- Prisa engaged Xeerpa in 2014 to gather and analyse their users' social data obtained via social login (Facebook, Twitter, Google+ and LinkedIn) in the webs and apps of their 3 main newspapers: El País (the most circulated daily newspaper in Spain), Cinco Dias (economic news), and Diario AS (sports newspaper); and nearly 20 radio stations in Spain, Mexico, Argentina, Colombia, Panama and Chile.

- Using Xeerpa's solution, Prisa aimed to amplify users' social data collected on their Big Data platform by having a deeper knowledge of individual interests, passions, engagement, affinity to selected brands and influence score.

- This information allows Prisa to identify the most valuable users and to qualify its DMP to improve the efficiency of programmatic advertising.

Success

- Prisa contrasted their existing users' data with their social profiles, identifying several user archetypes which allowed them to bring their value proposition and loyalty management to the next level.

- Prisa's CRM team uses Xeerpa analytics to develop an enhanced look-alike qualification of both known and anonymous users.

- The difficult-to-obtain, enhanced users' social data (interests, "Likes", brand affiliations, geo-localisation) provided by Xeerpa allows Prisa create hyper-targeted programmatic advertising campaigns.

- Additionally, this in-depth social profiling helps Prisa calculate a more precise ARPU (Average Revenue per User).

Interesting findings

Xeerpa's analysis of Prisa's online heavy readers revealed similarities between them and those users who still prefer printed press, for example similar affinity to cultural events, art and certain brands.

BOOK A DEMO

More information on hello@xeerpa.com and www.xeerpa.com

Because not all leads are created equal