

PREMIUM PUBLISHER HEARST FUJINGAHO IMPROVES CIRCULATION RATE AND PAGE VIEWS WITH CXENSE DMP

How Japan's leading publisher Hearst Fujingaho achieved proven results online for their media sites

Overview

Hearst Fujingaho is a Japanese publisher with an established history dating back to 1905, when it began publishing "Fujingaho", the oldest women's magazine which continues to be published today.

Hearst Fujingaho has focused on the growth of its online media business and expanding audience reach through its website, social media and e-commerce.

A key aspect of online growth was set against KPIs which included circulation rate, page views and ROI/sales contribution.

Challenges

"Improving customer satisfaction is key to achieve our KPIs. For this purpose, we must be able to cleanly export a variety of data and information that exists within the company. To maximize the potential, we needed tools that let us offer personalized recommendations and experiences to people visiting our sites, based on each user's preference," says Shigetaka Yamanaka, Hearst Fujingaho's Digital Development Department General Manager.



KPIs included circulation rate, page views and ROI/sales contribution



These KPIs were driven through the use of website analysis and recommendations



This led to the improvement of the circulation rate and an increase in pageviews

" The Cxense solution offers many possibilities as we aim to provide the best customer experience in print and digital. We will use these solutions effectively to achieve our 'customer-first' approach. "

Shigetaka Yamanaka, Hearst Fujingaho,
Digital Development Department
General Manager

THE CXENSE DMP IS THE ONLY DMP FOR PUBLISHERS

Offering personalized user content recommendations

Cxense Solutions offered the answer to Yamanaka's needs. In September 2014, Hearst Fujingaho started using the Cxense DMP and employed the use of its recommendation tools, enabling most relevant content offered for each user. "As the tool let us use the space at the end of the article on the publisher site, it became possible to lead our audience to our websites and e-commerce sites without competing with existing advertisements."

The results gathered from using Cxense DMP quickly led to approval from the top management. It opened the door to the Cxense Insight tag being set up on December 2014 and the Cxense solution being applied across all website domains in January 2015.

Cxense DMP made it possible for the company to deliver an enhanced shopping experience on its e-commerce site and offered relevant editorial content for its users. Opportunities were also made possible for monetization to be set through setting up ad spaces crossing multiple media.

Hearst Fujingaho saw results which showed "the improvement of the circulation rate and an increase in pageviews." While some recommendation solutions take up to two weeks for design and logic changes, Cxense was able to offer the opportunity for immediate user interface changes in real-time, on the fly.



Personalize every
interaction.
Create an experience.
Be remembered.