

ELLE

About ELLE (Edition Ventures)

For 30 years, Edition Ventures have been creating high-quality, innovative and leading magazines that optimally meet the wishes of the Belgian readers. The various teams within Edition Ventures manage to inform, inspire and entertain around 2.6 million Belgians every month, either through the magazines, websites or during the various events organized by the group.

What ELLE needed

For their flagship magazine, ELLE, Edition Ventures was looking for a solution that:

- Increases the conversion of referral traffic
- Would impact community loyalty
- Offers new ways to monetize content
- Reduces the nr. of touchpoints on the consumer journey

Business Impact

In their collaboration with Spott, ELLE achieved:

- **55.000** impressions from the get-go
- More than **25%** interaction on product level
- Conversion rate above **6.5%**

