



In 8 months, 50% of Belgian online newspapers have adopted Qualifio.

Qualifio Manager is a brand new CMS specialized in the easy creation and publication of contests, quizzes, polls, surveys, votes, personality tests, etc. It is used in an SaaS mode (Software as a Service) and helps publishers to attract, retain, qualify and monetize their digital audiences.

Within a media company, Qualifio Manager is used by the online editorial team (quizzes, polls, surveys, votes...to attract and retain surfers), the marketing team (contests to collect and qualify profiles) and the commercial team (monetize audience by proposing innovative advertising solutions to advertisers such as lead collection campaigns, cobranded contests, coregistration campaigns, etc.).

Qualifio was launched in Belgium in May 2010 by two former media executives and is now used by more than 50% of Belgian online newspapers, including Le Soir, Sud Presse, La DH, La Libre, L'Avenir, Gazet Van Antwerpen and Het Belang van Limburg. It is designed to meet the specific needs of online newspapers through a wide array of functionalities such as easy connection with the site's SSO (single sign on), connectivity with social networks, detailed reporting module, co-registration module, etc.

Gaetano Alemanni, online marketing manager of lesoir.be, one of Belgium's leading news sites, declared: "Qualifio has helped us to dramatically increase the number of profiles that we collect everyday on our various websites. It has also helped the online sales team to offer new online products to advertisers and increase turnover. Qualifio Manager is easy-to-use, though being very flexible and powerful. The Qualifio team gives us a very efficient and proactive help desk, and has provided us with great advice on how to increase the quantity and quality of our database."

Qualifio back office is now available in English, French and Dutch and will be available in German within the next couple of weeks.

More info ?

Olivier Simonis,
Founder - Business Developement
Rue de Chaumont, 12
1325 Longueville - Belgium
Mobile +32 (479)707.667
<http://www.qualifio.com>