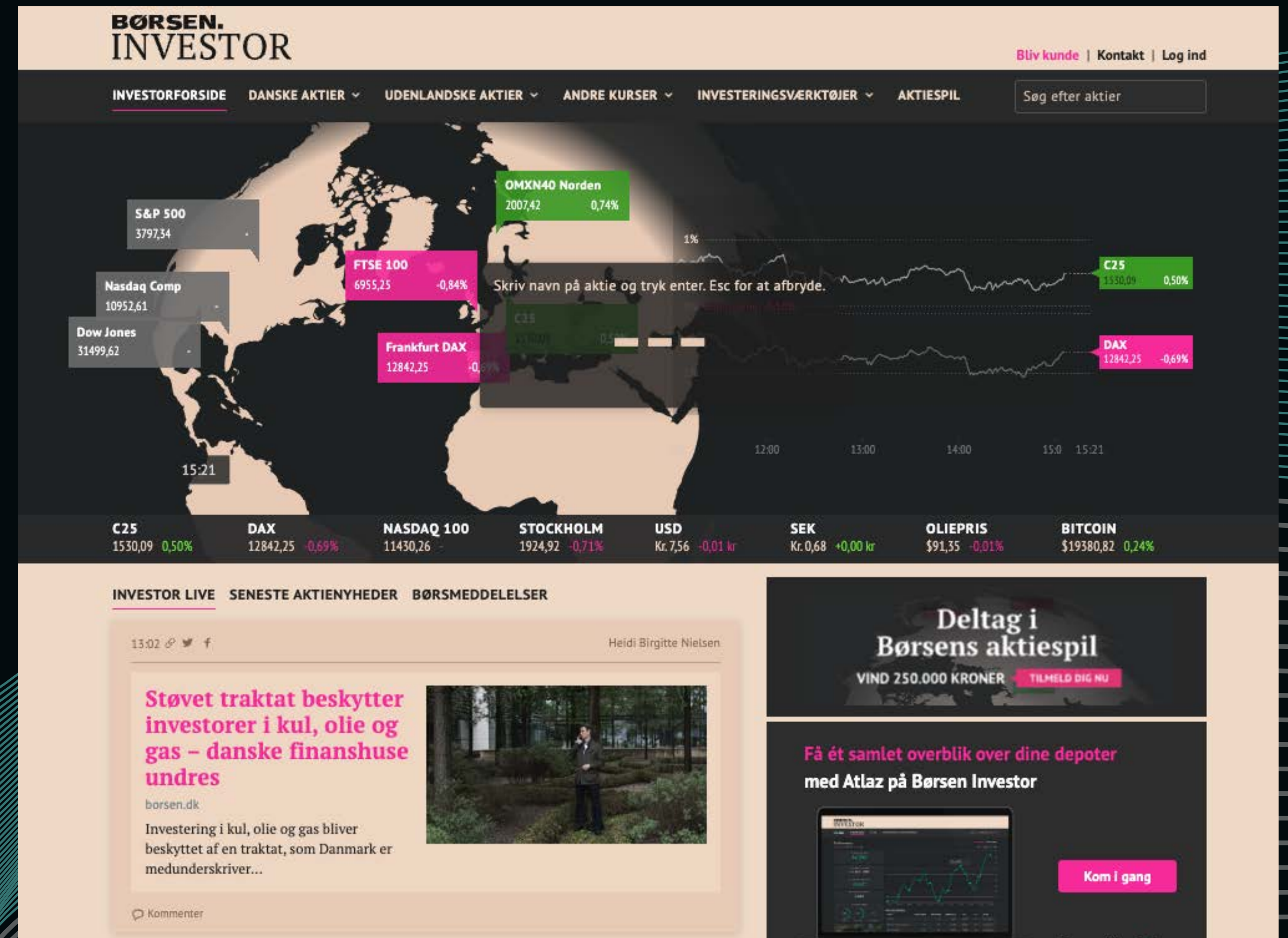


Dagbladet Børsen & Pulse

Pulse helps Denmark's premier financial news provider generate new digital revenue and drive its digital strategy



Background

Norkon

Dagbladet Børsen is one of Denmark's leading business newspapers, focusing on financial market and business news. Like most other newspapers, Børsen has actively transitioned from a paper and advertising revenue model to one focused on digital revenue.

In 2018 they set out to define a new strategy for growth, as reader habits were clearly changing. Their new strategy would focus on digital products and editions with the goal of generating digital subscriptions and online ad revenue. In part, Børsen faced a positive challenge: they used an in-house digital news solution that provided good coverage of markets, including Nasdaq Nordic equity exchanges, currency pairs, commodities, indices, and bonds.

But as the digital imperative grew, the in-house solution could not meet the growing demand for reader engagement and tools for

users. Similarly, the solution did not have the capability of showing news and articles segmented and tagged by security, i.e., easy access to relevant, related news about the security they were looking up. Essentially editorial content was siloed from market data, which limited the potential for engagement and ROI.

These limitations led Børsen to reexamine their digital strategy and to turn to Norkon for an effective, scalable solution.

- *Dagbladet Børsen is Denmark's leading business-focused news outlet. Founded in 1896, it is now part of the Bonnier Group and JP/Politikens Hus A/S.*
- *Circulation: Dagbladet Børsen has 197,865 weekly readers while borsen.dk has 214,156 weekly readers.*

Launching a three-pillar digital strategy

Norkon

Børsen's new strategy focused on data and digitization to grow their revenue and profit to successfully adapt to the changes driving the industry forward.

From this overarching strategy, Børsen adopted three pillars to drive change:

- 1 Børsen Pro Finans – a new digital edition focusing on financial news
- 2 Børsen Atelier – a digital magazine focusing on art and culture
- 3 A new stock market solution containing market data and tools for private investors to follow, analyze, and monitor the markets

The new stock market solution contained a new universe of stocks, covering both Danish and international markets, and provided users with a range of advanced tools.

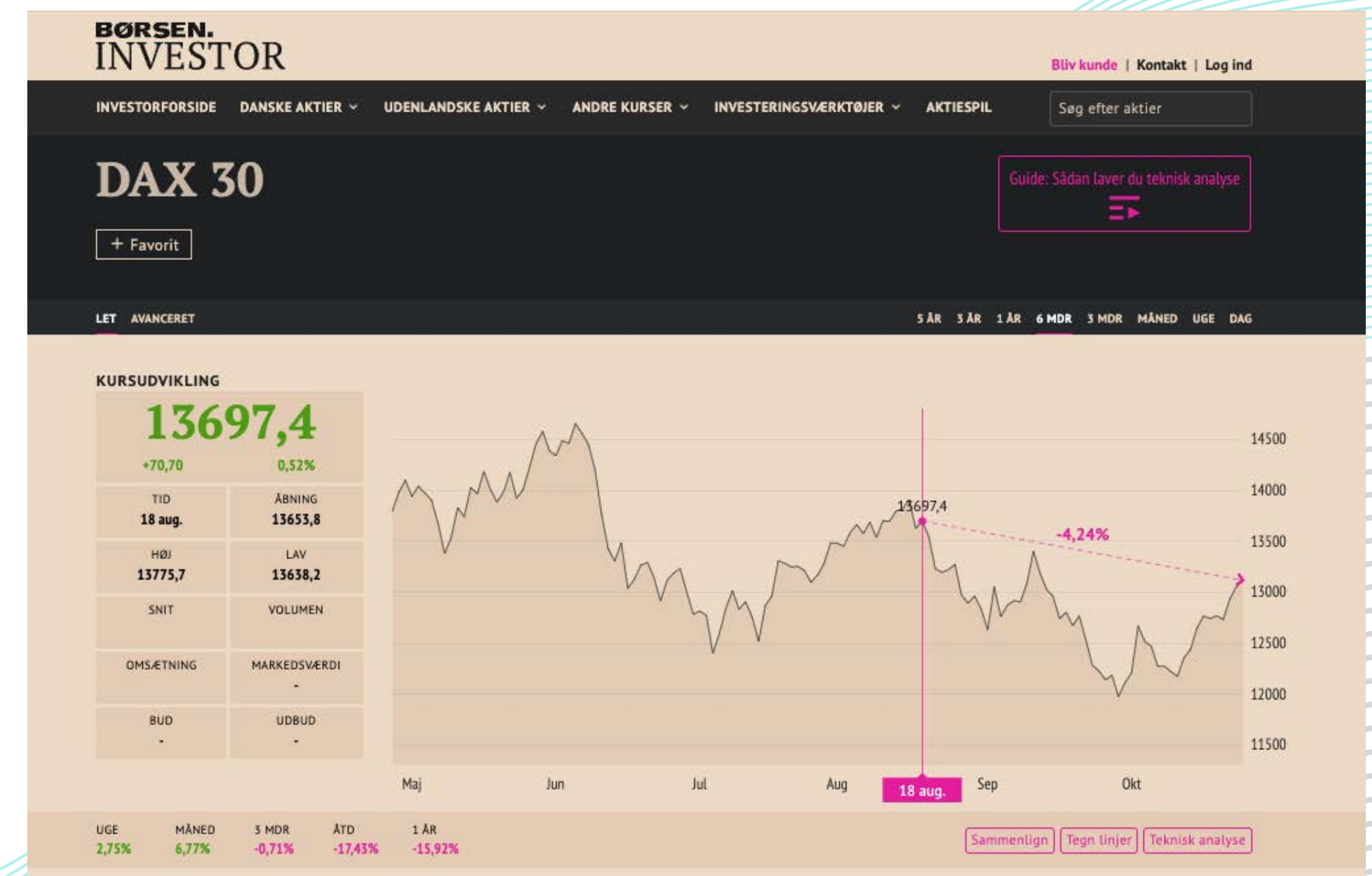
While the professional market had access to terminals such as Bloomberg and Infront, Børsen saw a gap in the market for private investors. The new solution would provide this group with both a source of quality journalism and professional-grade tools to help analyze and understand the markets, through a best-in-class platform wrapped in Børsen's design.

Adopting Pulse: Unifying market data and editorial content

Norkon

Norkon helped Børsen implement the complete Pulse solution, which is a real-time financial news platform that also includes the pieces Børsen was missing from their homegrown solution. With Norkon's help, Pulse let Børsen apply customized design, integrate their own editorial content and select a new data vendor to provide the needed market data to feed into the Pulse suite.

Several sources of editorial content were also integrated from Børsen's article and video CMS, in addition to multiple content feeds from external sources. These articles, videos, posts, and press releases were then consumed by Pulse's CMS and intelligently provisioned across the solution to appear in the right places, at the right times, to make them as relevant for readers as possible.



Results: Boosts to traffic, reader engagement and revenue

Norkon

Since the launch of the new solution, branded as Børsen Investor, Dagbladet Børsen have seen increases in both reader engagement and traffic to the new solution compared to their old solution.

“We were really thrilled to work with Norkon. They have helped us create a state-of-the-art market universe, which our customers are really excited about and that generates much higher engagement than our previous market pages.”

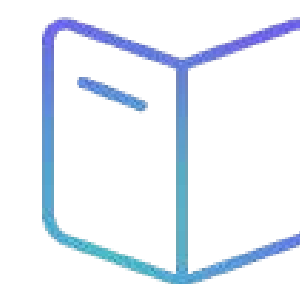
- Kasper Haugaard, Digital Development Manager, Dagbladet Børsen



>50% increase in
ad revenue



74% more page
views per month



125% increase in
average time on site



75% more page
views per visit

Keeping growth going

Norkon

In addition to the surface-level increases in traffic and engagement, Børsen introduced new strategies for registration and subscriptions as well as advertising partnerships.

Registration and subscriptions strategy

Børsen Investor offered users free access to most of the news content and features of Pulse, opening the door to high levels of traffic and increased engagement from both existing and new users.

To access more advanced features, users were asked to create a free account, which allowed them to store favorites, create alerts, and build portfolios. Registration for a free account built user habits and stickiness, enabling them to build out favorites, alerts, and portfolios, which encouraged return visits to the site and was an ideal starting point for the user journey to paid subscriptions.

For users who wanted extended functionality, such as the ability to create additional stock alerts and have access to real-time prices

(free and registered users receive data with a 15-minute delay), they were asked to subscribe to Børsen Private. This subscription also included a bundle of other Børsen content. Including Børsen Investor in the subscription increased the value of the package for readers.



New advertising partnerships

Not only did Børsen see an immediate influence in their reader engagement, they also secured several new advertising partnerships to boost the commercial side of the business.

These partners all saw the value in being seen on a website where everyone, from casual readers interested in business news, to readers saving for their retirement, to professional investors, turns for news about the markets.

Since launching Investor, Børsen has grown their traffic, engaged their readers, and grown their advertising digital revenue. More than just a market data solution, Investor merged tools with Børsen editorial content to make it a premier landing page for readers interested in business and financial news in Denmark.

“Commercially, we have used Norkon’s platform to generate new advertising partnerships, which have increased our advertising revenue by over 50 percent.”

- Kasper Haugaard, Digital Development Manager, Dagbladet Børsen



Norkon

Visit us at Norkon.net
Contact us: contact@norkon.net