

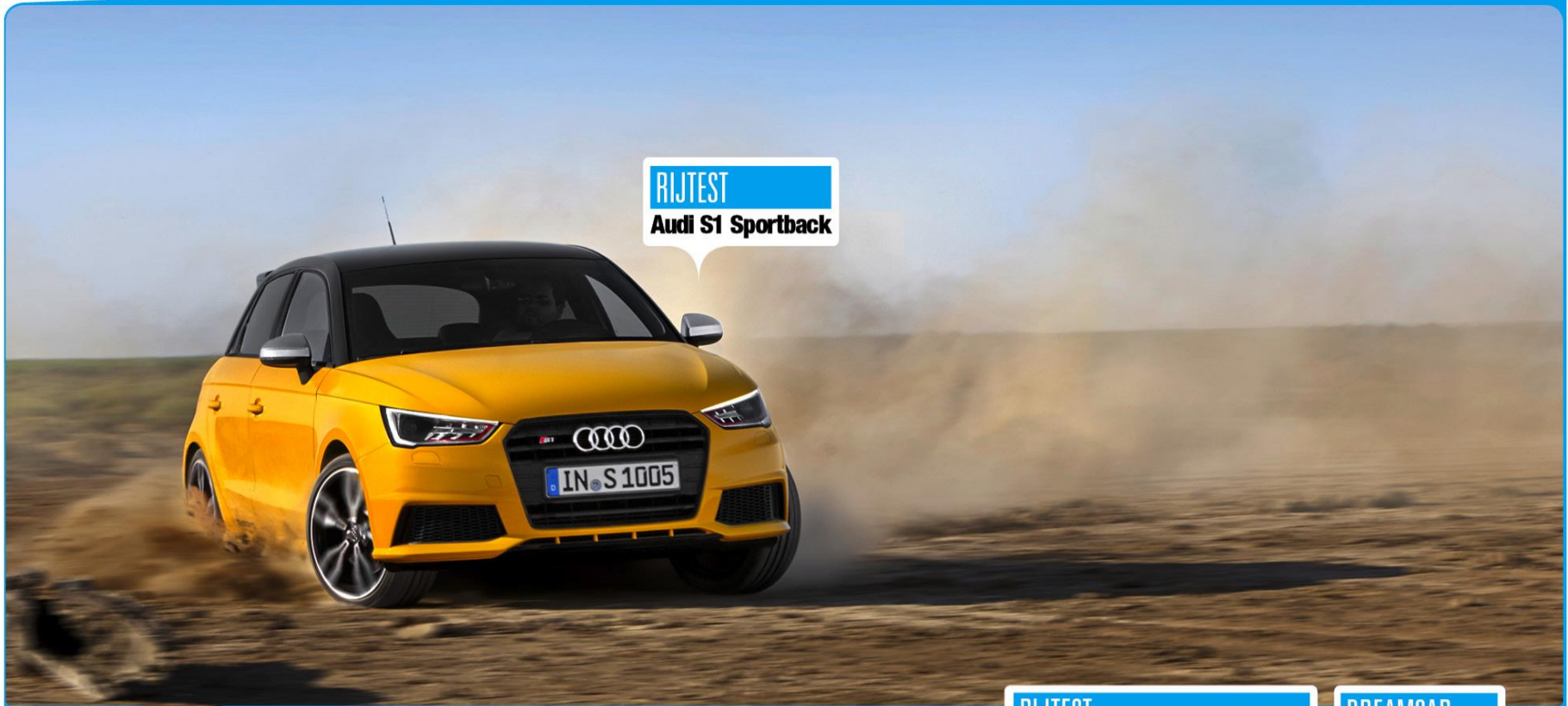
Case: Autoinfo

Monetization trough tablet magazines

Challenge 2012



Provide advertising possibilities to local dealers around NEW cars



RIJTEST
Audi S1 Sportback

Autoinfo

RIJTEST
Mercedes C-Klasse Break ||
Hyundai Grand Santa Fe ||
Ford EcoSport || en nog veel meer

DREAMCAR
BMW M4 Cabrio

NUMMER 7 || SEPTEMBER-OKTOBER 2014 || JAARGANG 2 **POWERED BY vroom.be**

HET DIGITALE AUTOMAGAZINE OP TABLET



Nr. 07 - Autoinfo



Nr. 05 - Autoinfo



Nr. 03 - Autoinfo



Nr. 01 - Autoinfo



Kies Uw Provincie

Antwerpen

Limburg

Oost-Vlaanderen

Vlaams-Brabant & Brussel

West-Vlaanderen

Antwerpen

47 MB

Download

Antwerpen

53 MB

Download

Antwerpen

55 MB

Download

Autobedrijf **Y&N Claessens** bvba



Opendeurdagen van 20 tot 30 september.

Tal van stockwagens aan super voorwaarden.*

Kom langs en ontdek ze in onze showroom.



**YNCL GARANTIE TOT 5 JAAR
OP ONS VOLLEDIGE GAMMA ***

*Aanbod onder voorwaarden. Contacteer ons voor meer informatie.



Das Auto.



Audi



SEAT



Commercial
Vehicles



Autobedrijf Y&N Claessens bvba

Boomsesteenweg 67 - 2610 Wilrijk

03 830 01 01 - www.YNCL.be

Turnover

- Y1: Profitable since day 1
- Y2: More than double turnover
- Y3: New launch > cost spreading

Product Management Happiness

- Number 1 App for more then a Year!
- Highly appreciated among the general public.
- Time to market: 6 months
- Successful transformation from Print to Digital

Marketing wins & challenges

- We focused on iPad first
- Email Marketing was the best performing channel for boosting downloads.
- Social media and interstitials did ok.
- Biggest challenge is RETENTION.