



CASE STUDY

# Growing Media Audiences at Scale

How Condé Nast Added 1.5 Million Readers to Their List

[www.dojomojo.ninja](http://www.dojomojo.ninja)

# About Condé Nast

One of America's largest publishing companies, **Condé Nast** has over 20 brands and media organizations under its umbrella, including household names like GQ, Condé Nast Traveler, Vogue, Allure, and Self. Condé Nast operates both print and digital properties, with a combined reach of over 164 million readers.



# The Challenge

## Find a High-ROI Partnership Marketing Solution

Condé Nast was searching for a high-ROI growth solution to build their digital audiences. With email newsletters becoming a more important part of their overall digital strategy, Condé Nast's portfolio brands needed an email acquisition channel that would scale and could be managed easily. They turned to Partnership Marketing and sweepstakes to accomplish this goal.

Sweepstakes originally weren't without their challenges - the hunt for effective partners for giveaway campaigns proved challenging. As large, well-known entities, the Condé Nast family of brands needed to pre-qualify partners to ensure they were only working with brands that could power high-caliber campaigns. This required an enormous amount of time spent searching through LinkedIn and vetting inbound Partnership requests. For a small team, this was taking up too much time and bandwidth.

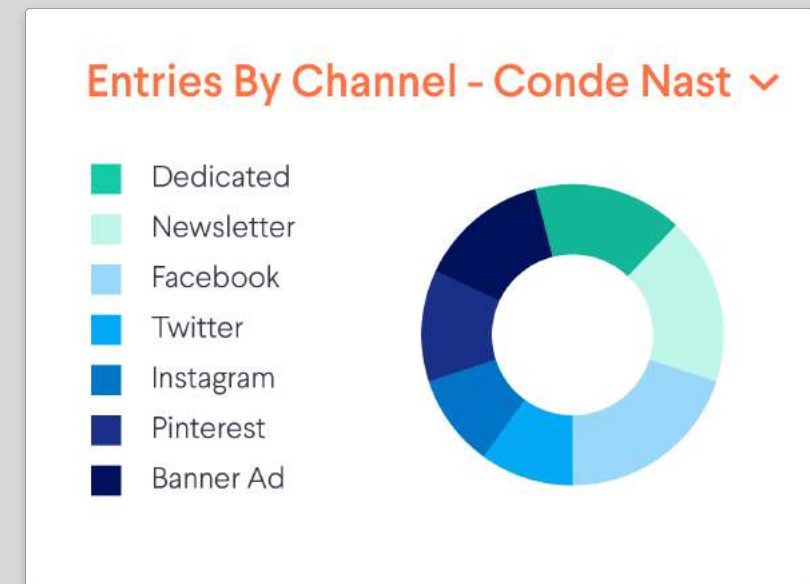
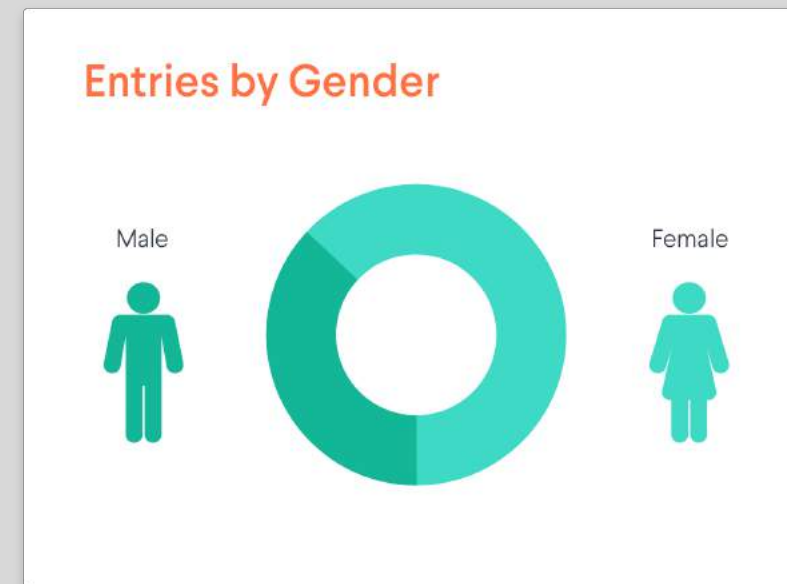
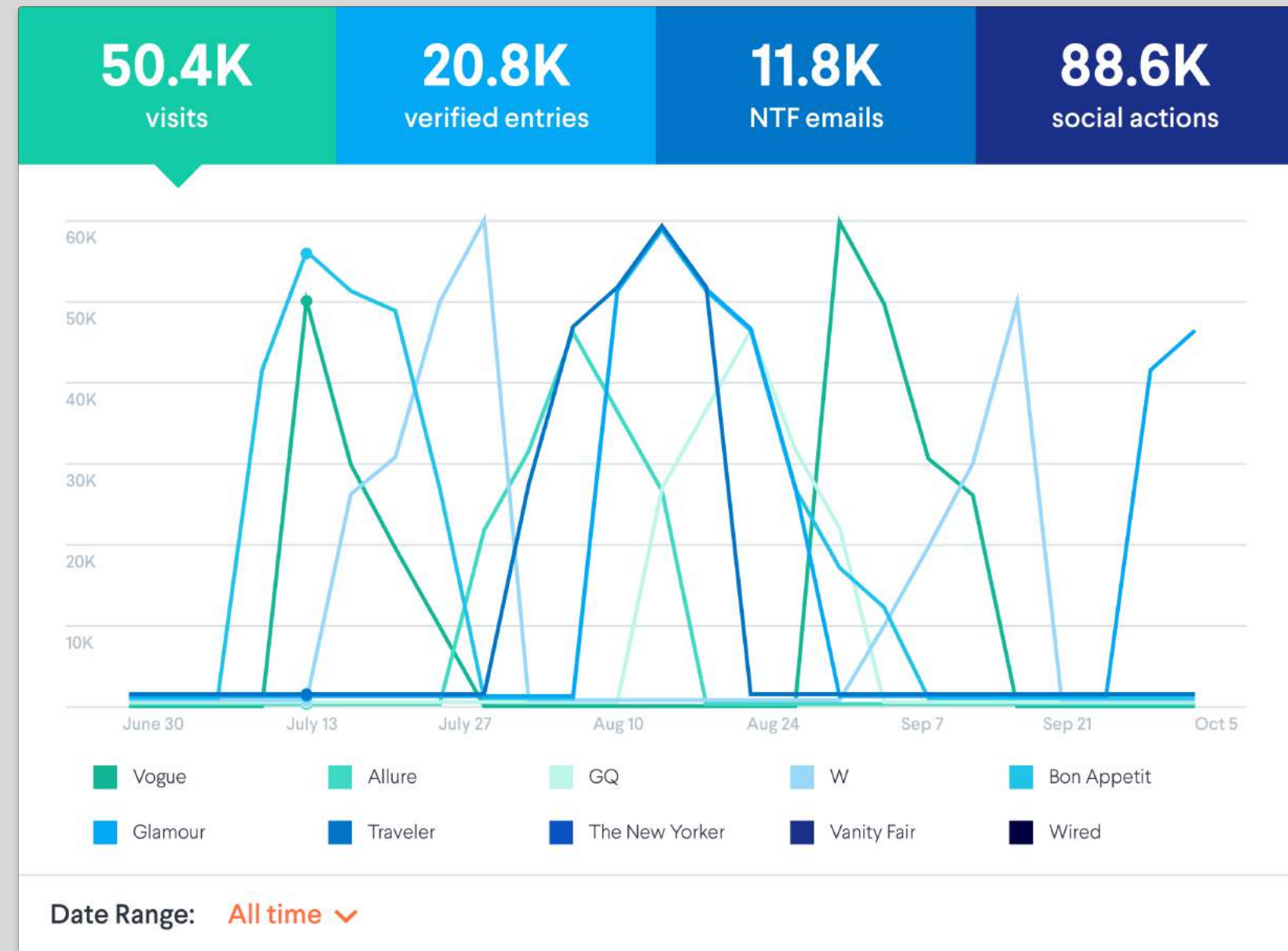


# The Solution

## Centralize Operations on DojoMojo

Ten of Condé Nast's brands turned to DojoMojo to streamline their Partnership Marketing processes. By running their giveaway campaigns on DojoMojo, each brand's team was able to save time and focus their energies on other tasks. It makes sense then that two of the most attractive features of DojoMojo to the Condé Nast brands are the analytics and the partner network. Both of these steps streamline the giveaway process and centralize operations to make executing and managing campaigns simple for even the largest brands.

Joel Pavelski, Director of Audience Development & Social at GQ Magazine, appreciates how DojoMojo is able to save him time throughout the campaign process, saying DojoMojo "makes every step of the process for setting up a sweeps really simple - from finding partners and negotiating on the promotion to setting minimum entry levels, dealing with the legal jargon, and setting up campaign pages."



# Growth By The Numbers

## 1.5 M

Acquired Emails



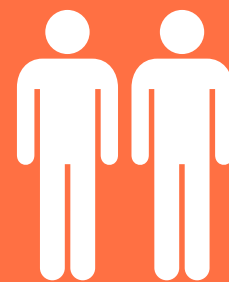
## 50

Campaigns



## 250+

Qualified Partners



## The Results

### Over 1.5 Million Emails Acquired from Over 250 Partners

The ten Condé Nast brands on DojoMojo have cumulatively acquired over 1.5 million emails. Beyond sheer numbers, the leads have proved to be high-quality. Lara Kramer, Senior Manager of Audience Development at Condé Nast Traveler, says “We've found that leads we've earned from sweepstakes tend to be fairly engaged with our newsletter product long term.” Their existing audience also enjoyed the giveaway offers, which made this strategy both an effective acquisition channel and a value-add for existing subscribers.

DojoMojo's user-friendly interface allowed the Condé Nast brands to double down on this productive strategy and participate in over 50 campaigns with almost 250 partners. Finding that many qualified partners would have normally been a tremendous time drain on the team, the Condé Nast team is now able to source hundreds of qualified partners while growing their audience by over a million emails in significantly less time.

Want to know more? Contact us at [hello@dojomojo.ninja](mailto:hello@dojomojo.ninja)



**Ready to Grow?**

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