



We have lost our digital customer relationships.

This is how we get them back.

INMA Subscription Summit 2020

Marc Isler, Chief Revenue Officer



Agenda

1. We decided to get to know our users (again)
2. Is optional login a lever for growth?
3. Current status of the Swiss Login Alliance “Diamond”
4. Summary & Discussion



1. We decided to get to know our users (again)



Over the last 20 years, publishers lost the direct connection to their users and clients

Publishing Customer in Print



Over the last 20 years, publishers lost the direct connection to their users and clients

Publishing Customer in Digital

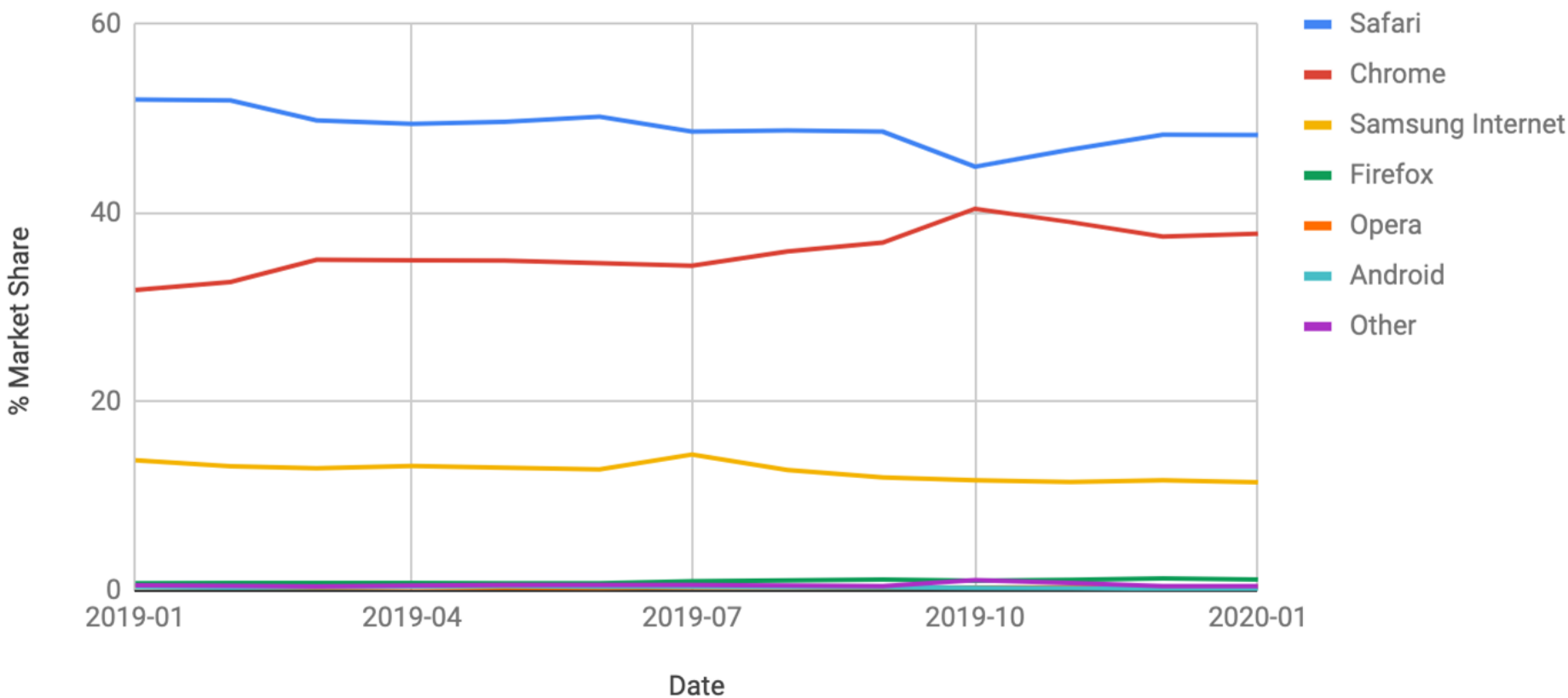


Cookie-ID
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Over the last 20 years, publishers lost the direct connection to their users and clients

Mobile Browser Market Share in Switzerland (Jan 2019 - Jan 2020)



Source: <https://gs.statcounter.com/browser-market-share/mobile/switzerland>



Over the last 20 years, publishers lost the direct connection to their users and clients

Industry Standard Digital

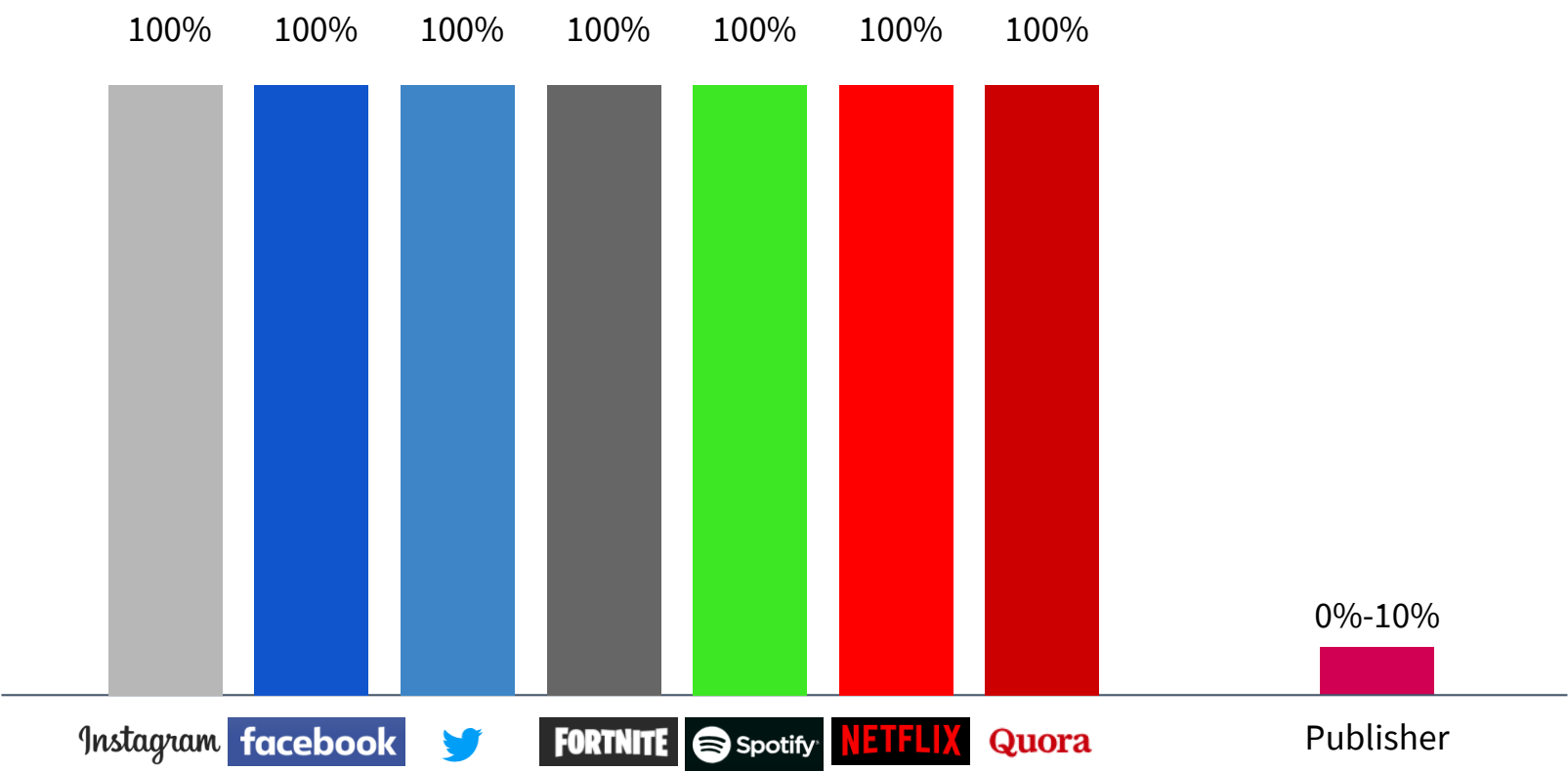


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Data is not the new oil, data is what allows us to know our customers

Login Share in Switzerland



2. Optional registration on tagesanzeiger.ch

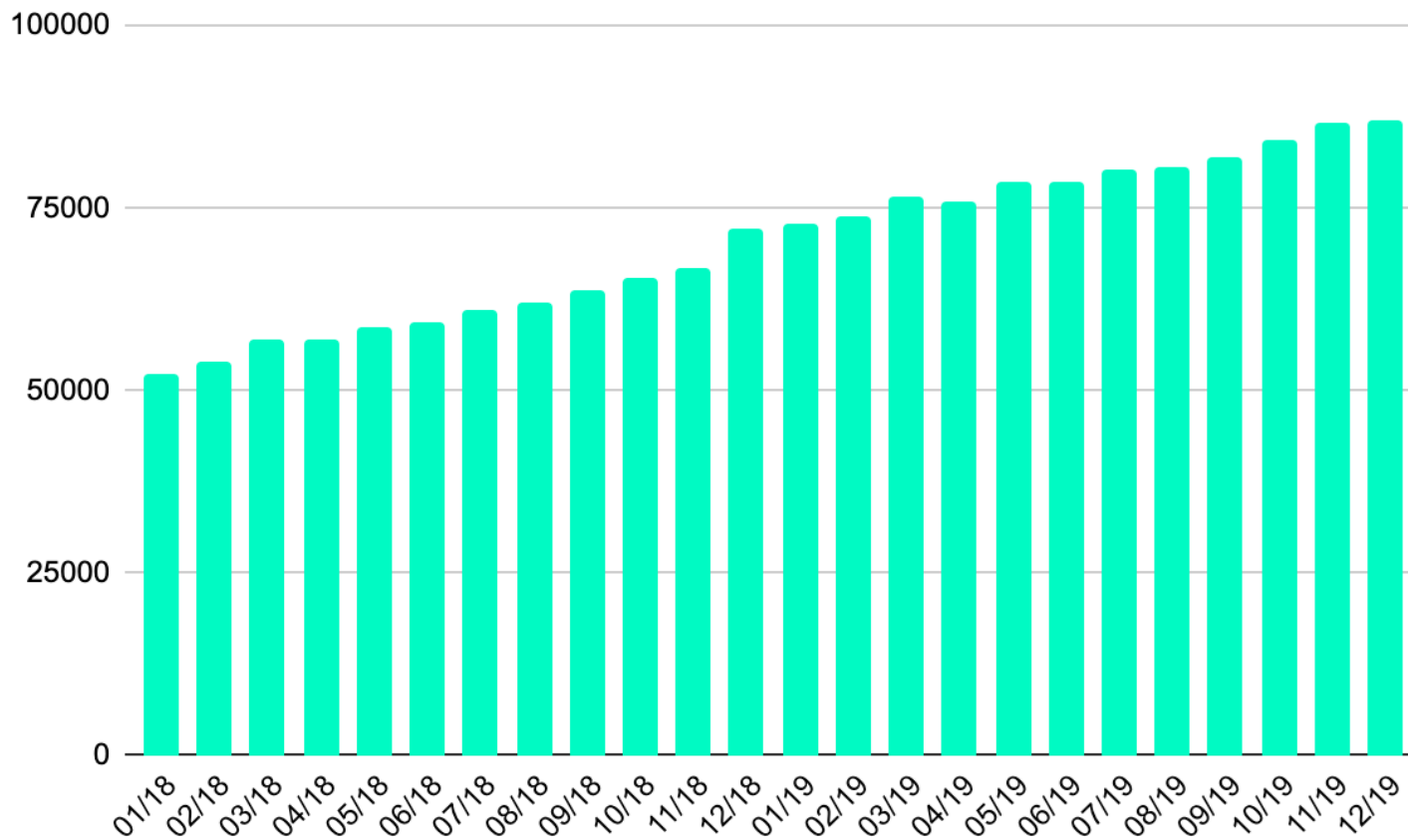
Is it a lever for growth?



66% of the people in Switzerland are reading one of Tamedia's news brands or magazines



We see significant growth in digital subscriptions since we changed from “Metering” to “Premium” in 2017

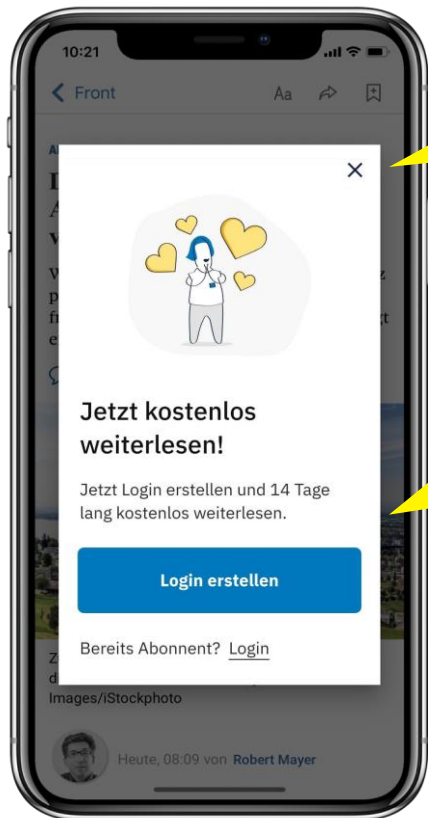


Close to **90'000 subscribers** at the end of 2019

In addition we sold **250'000 day passes** in 2019

In October 2019 we started with an optional login on the frontpage, free- and premium-articles

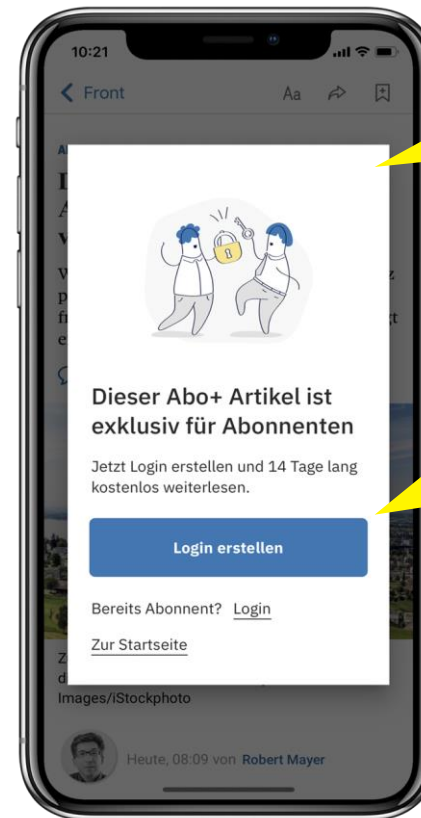
Free Articles



Can be
skipped

Shown
maximum
every 3
days

Premium Articles

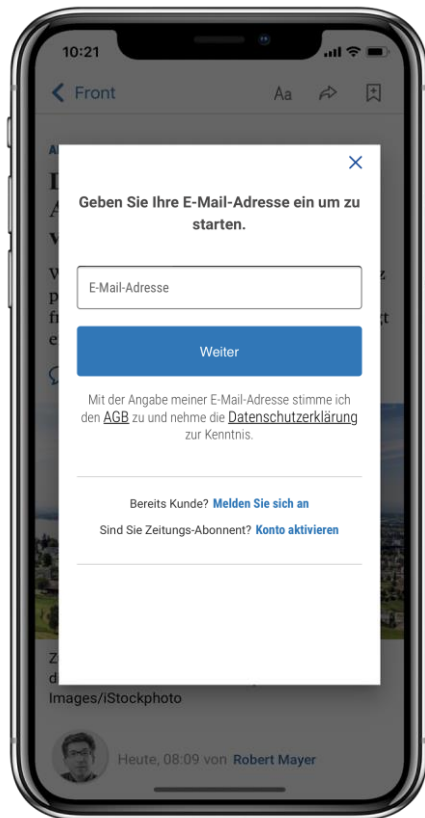


Cannot be
skipped

Free trial
for 2 weeks

Registration is as simple as possible: Only E-Mail and password, no further details

Registration



10:21

< Front Aa ↗ 📖

Geben Sie Ihre E-Mail-Adresse ein um zu starten.

E-Mail-Adresse

Weiter

Mit der Angabe meiner E-Mail-Adresse stimme ich den AGB zu und nehme die Datenschutzerklärung zur Kenntnis.

Bereits Kunde? [Melden Sie sich an](#)

Sind Sie Zeitungs-Abonnent? [Konto aktivieren](#)

Images/iStockphoto

Heute, 08:09 von Robert Mayer

Day 1: Verification



10:21 49% 15:14

< Front Aa ↗ 📖

ABO+ Mittwoch 08. Januar 2020 14:58

Mann, bist du einsam

Der Mann ohne Freundschaften wird nicht so geboren, er wird dazu gemacht. Es ginge auch anders.

30 Kommentare < 7

✕

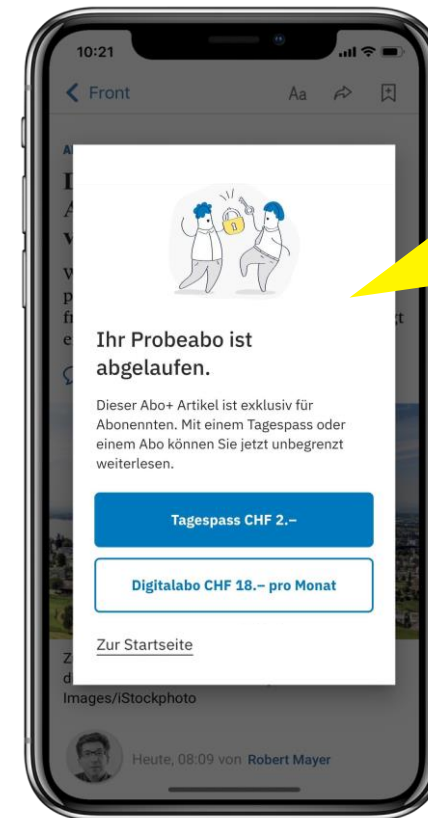
@

E-Mail-Adresse bestätigen

Bitte bestätigen Sie Ihre E-Mail-Adresse, damit Sie weiterhin alle Inhalte lesen können. Wir haben Ihnen eine E-Mail zur Aktivierung Ihres Kontos geschickt.

E-Mail erneut senden

After 14 Days



10:21

< Front Aa ↗ 📖

Ihr Probeabo ist abgelaufen.

Dieser Abo+ Artikel ist exklusiv für Abonnenten. Mit einem Tagespass oder einem Abo können Sie jetzt unbegrenzt weiterlesen.

Tagespass CHF 2.-

Digitalabo CHF 18.- pro Monat

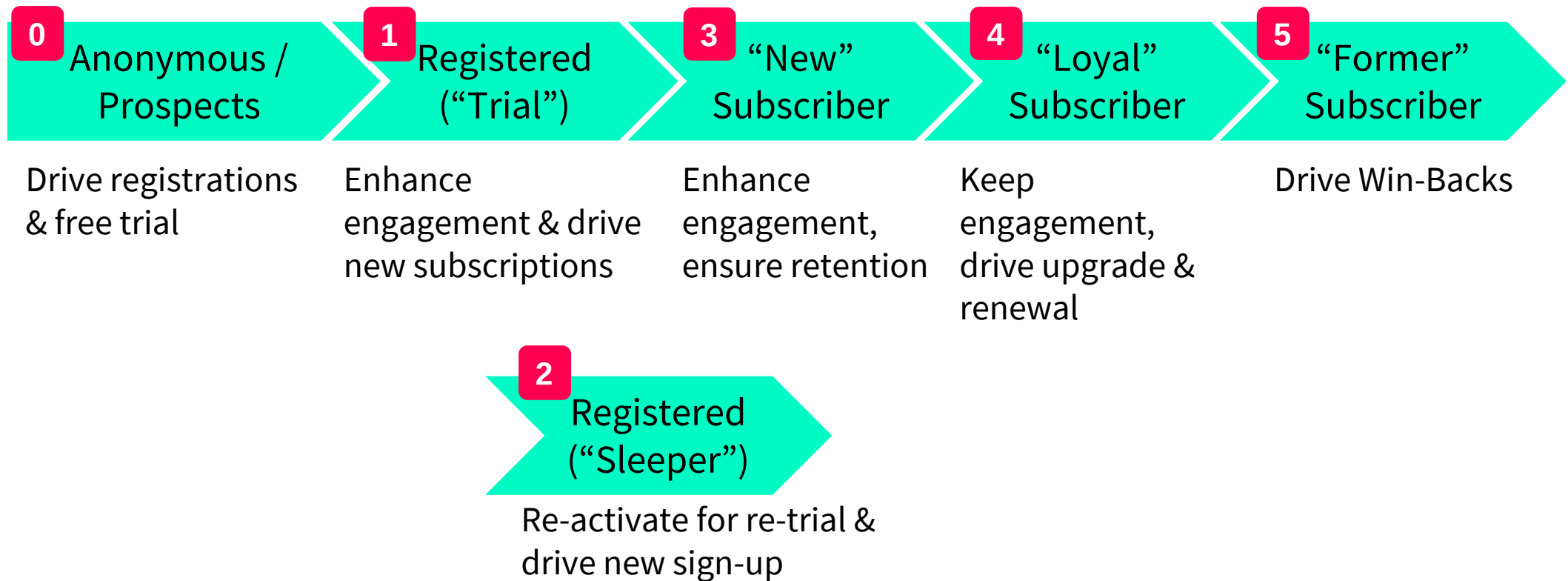
Zur Startseite

Images/iStockphoto

Heute, 08:09 von Robert Mayer

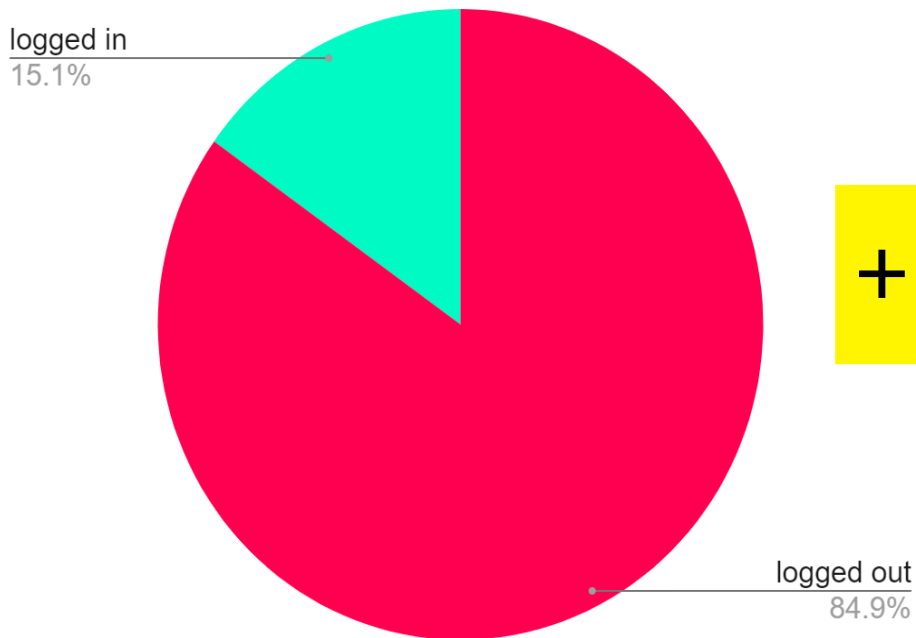
Day pass
and other
offers

Based on implicit and explicit signals, we process registered users with marketing automation (“Next best action”)



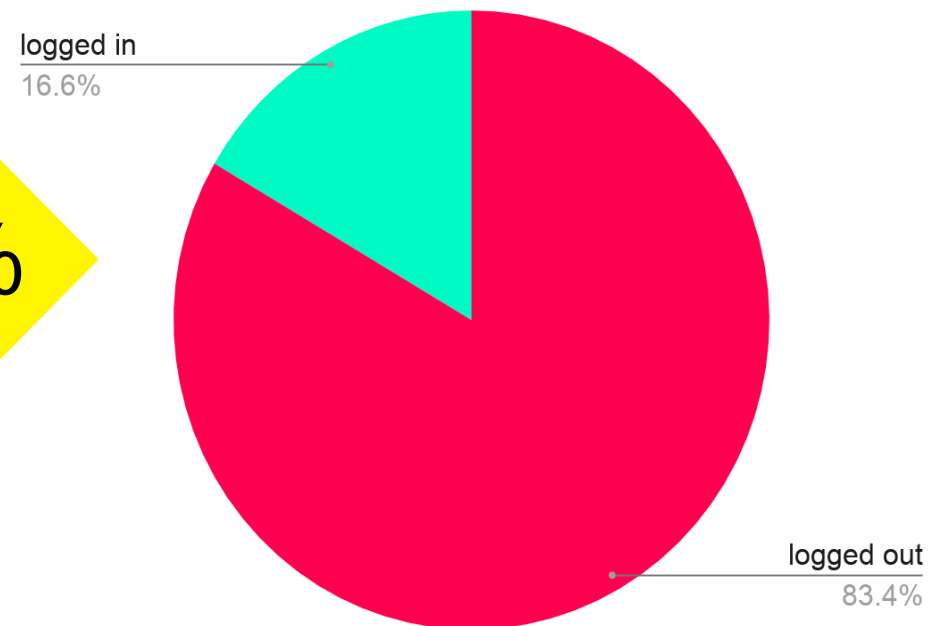
The percentage of logged-in user traffic has increased by 10% since the call for registration

29 August - 14 October

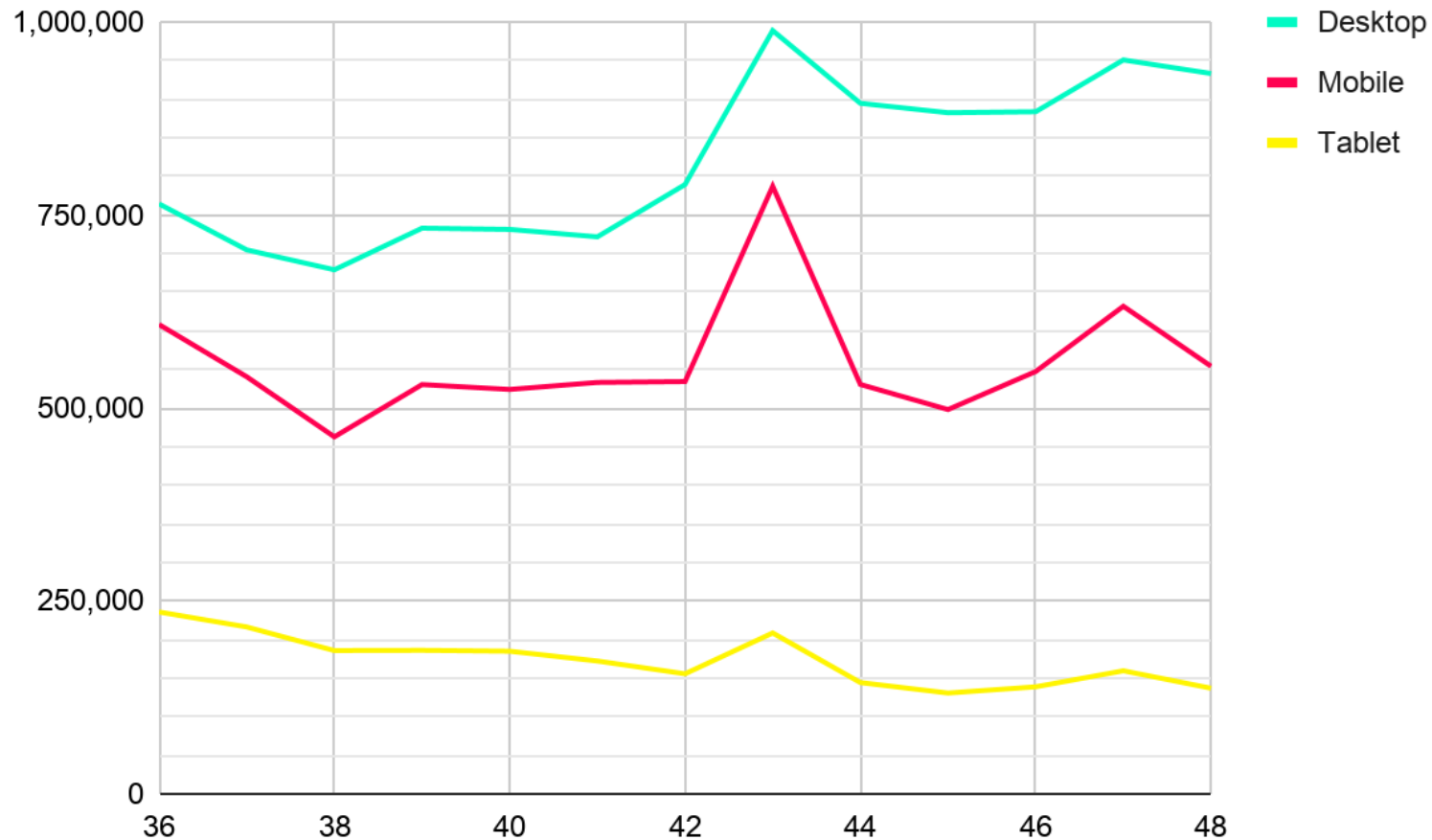


+10 %

15 October - 30 November



An increase in logged-in traffic can be seen on desktop, mobile remains at the same level, tablet traffic decreases



Registered users are qualified leads:
The e-commerce conversion rate is 6x higher



4.5x
More Visits per User



7.5x
Higher Avg. Order Value



6x
Higher E-Commerce Conversion Rate



3. Swiss Login Alliance “Diamond”



Source: Igloo-Dorf Davos-Klosters



Creation of a Swiss login alliance to establish a personal relationship with as many users as possible



Source: persoenlich.com

 ch media

NZZ

 Ringier

 SRG

 tamedia

...



With the goal to “make content more relevant for users” all 4 major publishing houses introduced the optional login

Lieber Herr Schmid, liebe Frau Nielsen, lieber Herr Fehr, lieber Herr Wipf, liebe Frau Silva, liebe Frau Meierhans, lieber Herr Bobic, lieber Herr Kunz, lieber Herr Thaler, lieber Herr Lehner, liebe Frau Bianchi, lieber Herr Dubois, lieber Herr Müller, liebe Frau Hunziker, liebe Frau Hauser, liebe Frau Spuhler, lieber Herr Abderhalden, lieber Herr Kowalski, lieber Herr Baumann, liebe Frau Smith, liebe Frau Huwyler, lieber Herr Horvath, lieber Herr Hurni, lieber Herr Rossi, lieber Herr Bonvin, liebe Frau Huber, lieber Herr Favre, lieber Herr Camenisch, liebe Frau Rodriguez, liebe Frau Wyss, lieber Herr Zimmermann, lieber Herr Colombo, liebe Frau Jeanmaire, liebe Frau Ylmaz, lieber Herr Hugentobler, lieber Herr Schellenberg, liebe Frau Bernasconi:

Mit Ihrer Hilfe wird die «Neue Zürcher Zeitung» in Zukunft so persönlich wie noch nie. Wie das geht? Erfahren Sie es unter nzz.ch/medienlogin

Neue Zürcher Zeitung

Lieber Stephan, lieber Luigi, liebe Katarina, lieber Dimitri, liebe Jacqueline, lieber Manuel, lieber Lennard, liebe Sofia, liebe Olga, lieber Louis, liebe Kim, liebe Corinne, lieber Roy, liebe Melissa, lieber Yannick, lieber Nicolas, liebe Rebecca, liebe Nele, lieber Loris, liebe Leonie, lieber Arthur, liebe Vanessa, lieber David, liebe Gabriela, lieber Ale, liebe Maya, liebe Yonca, lieber Lukas, lieber Thomas, liebe Ursina, lieber Andreas, liebe Barbara, lieber Emanuel, liebe Maria, liebe Marisol, lieber Luca, liebe Christina, liebe Lucia, lieber Matthias, lieber Daniel, liebe Francine, lieber Ralph, lieber Gio, liebe Celine, lieber Romeo, liebe Ella, lieber Lenny, liebe Laura, lieber Marco, liebe Catherine, liebe Martine, lieber Xherdan, liebe Emma, lieber Liam, liebe Eva, lieber Joel, lieber Noah, liebe Jessica, lieber Matteo, liebe Fatima, lieber Elias, liebe Helene, lieber Cedric, lieber Aaron, liebe Arjana, liebe Elena, lieber Samuel, lieber Julian, liebe Mila, lieber Diego, liebe Anna, liebe Lea, lieber Nino, liebe Lara, liebe Esthère, lieber Kevin, liebe Nora, lieber Robin, liebe Nina, lieber Blerim, liebe Amélie, lieber Christoph, lieber Maël, liebe Luana, liebe Valentina, lieber Lionel, lieber William, liebe Amelia, lieber Paul, liebe Jill, lieber Marvin, liebe Anne Sophie, lieber Étienne, liebe Giulia, lieber Valentin, liebe Olivia, lieber Boris:

In Zukunft wird dein 20 Minuten so persönlich wie noch nie.

Mach's persönlich. Mit deinem medienlogin.20min.ch



Lieber Samuel, lieber Julian, liebe Mila, lieber Diego, lieber Nino, liebe Laura, liebe Esthère, lieber Levin, liebe Nora, lieber Robin, liebe Nina, lieber Alexander, liebe Lea, lieber Peter, liebe Corinne, liebe Helen, lieber Cedric, lieber Marco, liebe Katarina, liebe Maria, liebe Leonie, lieber Boris, liebe Michelle, lieber Justin, lieber Finn, liebe Anna, liebe Ladina, lieber Jonas, lieber Mergim, liebe Sarah, lieber Mario, lieber Ahmed, liebe Annika, lieber Michi, liebe Yasmin, lieber Ricardo, liebe Simone, lieber Gion, liebe Céline, lieber Max, lieber Sergio, liebe Madeline, lieber Ralph, liebe Alessandra, liebe Alina, lieber Stephan, lieber Luigi, lieber Dimitri, liebe Jacqueline, lieber Manuel, lieber Lennard, liebe Sofia, liebe Olga, lieber Jonathan, liebe Kim, liebe Melissa, lieber Yannick, lieber Nicolas, liebe Rebecca, liebe Nele, lieber Arthur, liebe Vanessa, lieber David, liebe Gabriela, lieber Ale, liebe Maya, liebe Yonca, lieber Lukas, lieber Thomas, liebe Ursina, lieber Andreas, liebe Barbara, lieber Emanuel, liebe Marisol, lieber Luca, liebe Lucia, liebe Christina, lieber Matthias, lieber Daniel, liebe Francine, liebe Olivia, lieber Gio, liebe Lara, lieber Romeo, liebe Julia, lieber Roy, liebe Yvonne, lieber Novak, liebe Lucy, lieber Niklas, lieber Konstantin, liebe Amy, lieber Ben, liebe Emely, lieber Oskar, lieber Volker, liebe Astrid, liebe Ivana, lieber Louis, liebe Frieda, liebe Katharina, lieber Philipp, liebe Romy, lieber Luis, lieber Pascal, liebe Carla, liebe Abigail, lieber Loris, liebe Paulina, lieber Leandro, liebe Selma, lieber Tim, liebe Meike, lieber Ale, liebe Susanne, liebe Alicia, lieber Flavio, lieber Hannes, liebe Josephine, lieber Theo, liebe Julie, lieber Oswald, liebe Pia, liebe Hannah, lieber Ibrahim, liebe Daniela, liebe Claudia, lieber Igor, lieber Jannick, liebe Sabrina, lieber Patrick, lieber Raphael, liebe Stephanie:

In Zukunft wird dein Tages-Anzeiger so persönlich wie noch nie.

Mach's persönlich. Mit deinem medienlogin.tagesanzeiger.ch

Tages-Anzeiger



Step-by-step creating awareness of login relevance, and pushing the registration rate

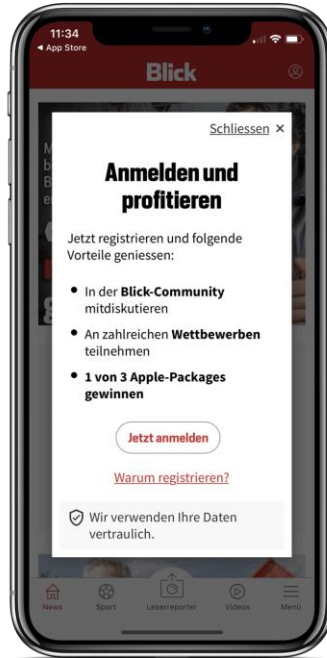


Each media title is testing different incentives, such as competitions and/or product benefits

Competitions



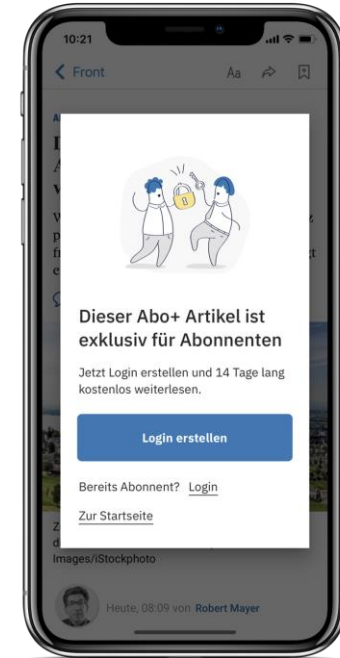
Raffles



Access to features



Access to content



After 3 months we see significant increase in the proportion of registered users despite voluntary action & limited incentives

No negative effects

No increase in the bounce rate, no deterioration in the intensity of use.

High frequency is important

Recurring users register **10x** more often than users in session 1.

But...

Conversion overall in the low single-digit range.



4. Summary & Discussion



Source: Jungfrauabahn

It's external and internal change management: The earlier you start, the better

Optional login is a good starting point.

Every new registration is a (hot) lead.

But only with a login obligation, the mass of users can be transferred into a login relationship.



Perceived user value is critical for success.

Personalization is not an argument for signing up, it's merely a tool to increase engagement.

Our biggest driver is (journalistic) content.



Thank you!

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