

DRIVING GROWTH WITH SUBSCRIPTION ANALYTICS AND EXPERIMENTS

INMA MEDIA SUBSCRIPTIONS SUMMIT 2023
STOCKHOLM



Nicolas Baumgartner | Tamedia | 10.03.2023

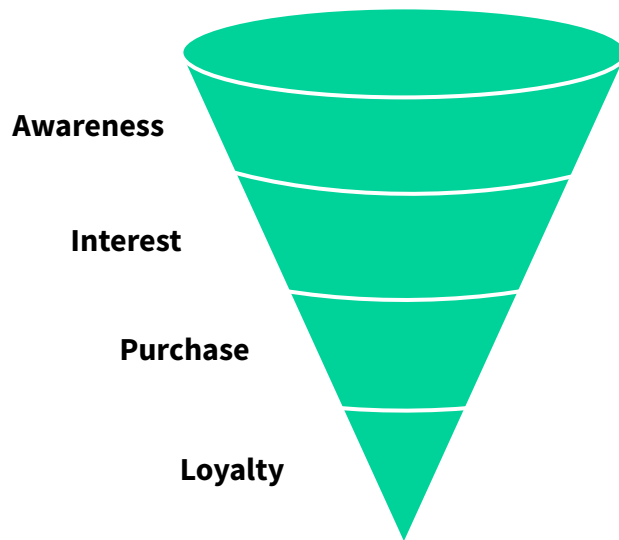
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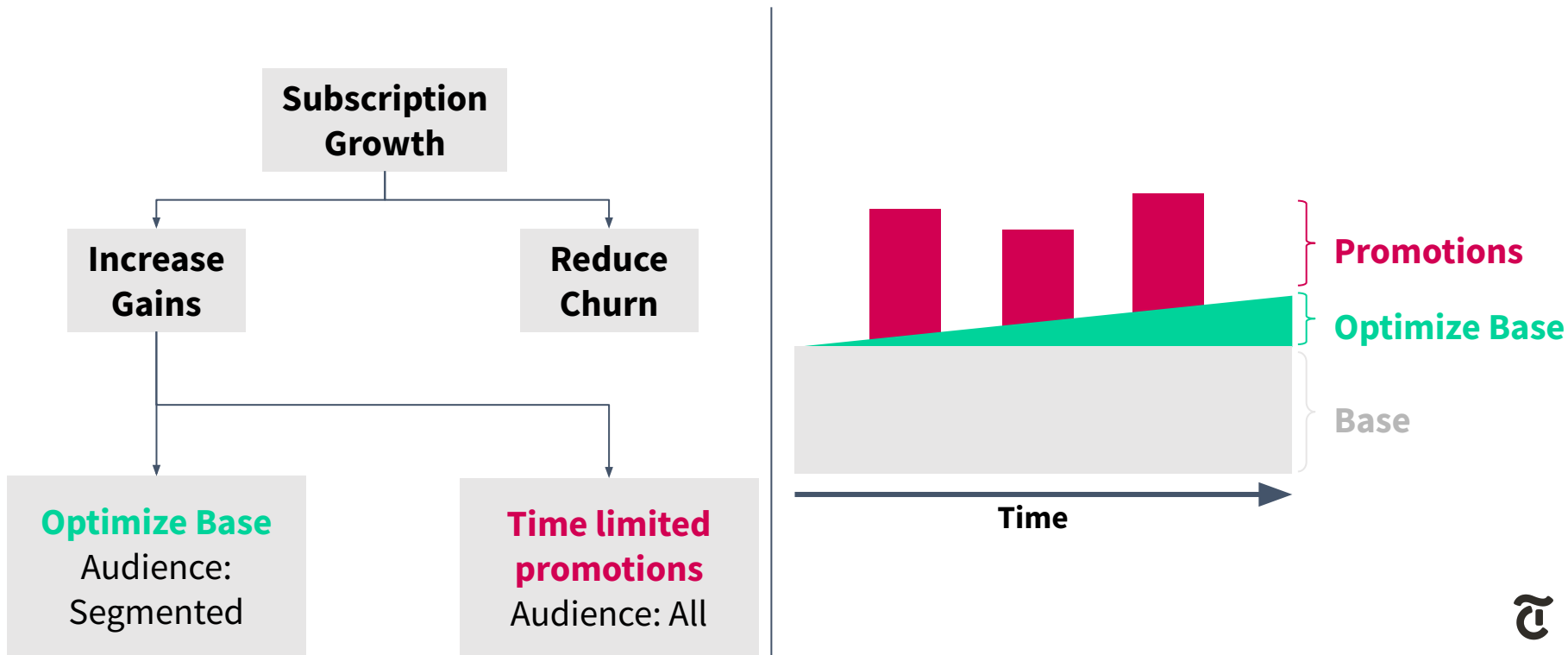
Experiments: testing along the sales funnel to drive growth and increase ARPU

Tamedia intensified the test & learn approach along the sales funnel to gather insights about customer behavior and the attractiveness of our offerings.

- Segmentation of users
- Specific offerings for segments
- Sales copy & CTAs



Subscription growth strategy: increasing gains by a more user-segmented approach on our platforms and stimulate additional demand with promotions



LtS-based segmentation: approaching different segments based on their likelihood to subscribe with long-trials to improve the lifetime value



Goal

**Mid/High
LtS**

Push yearly subscriptions on all touchpoints

Low LtS

Push discounted monthly offers with trial

No LtS

Push yearly subscriptions on landing pages

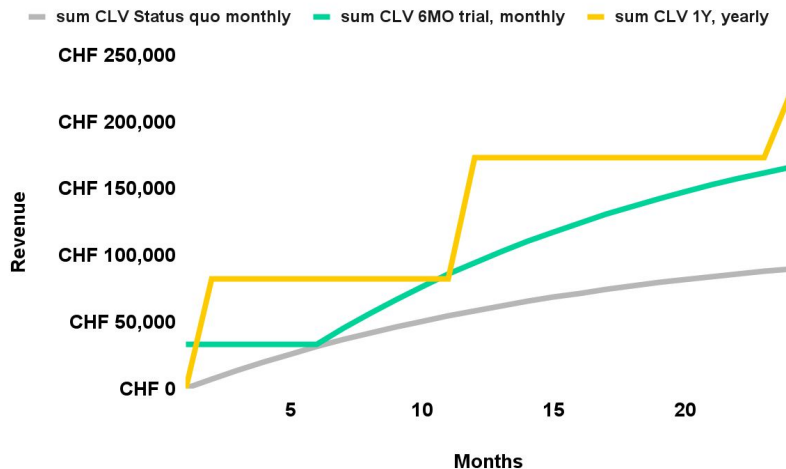
Promotions

Stimulate additional demand in all segments during time limited phases

LtS: likelihood to subscribe; CLV: Customer lifetime value

2.6-3.1x

higher customer lifetime value
with long-trials



Promotion: 70% off for 6 months with a monthly auto-renewal afterwards was available onsite only during 5 days for a big national event

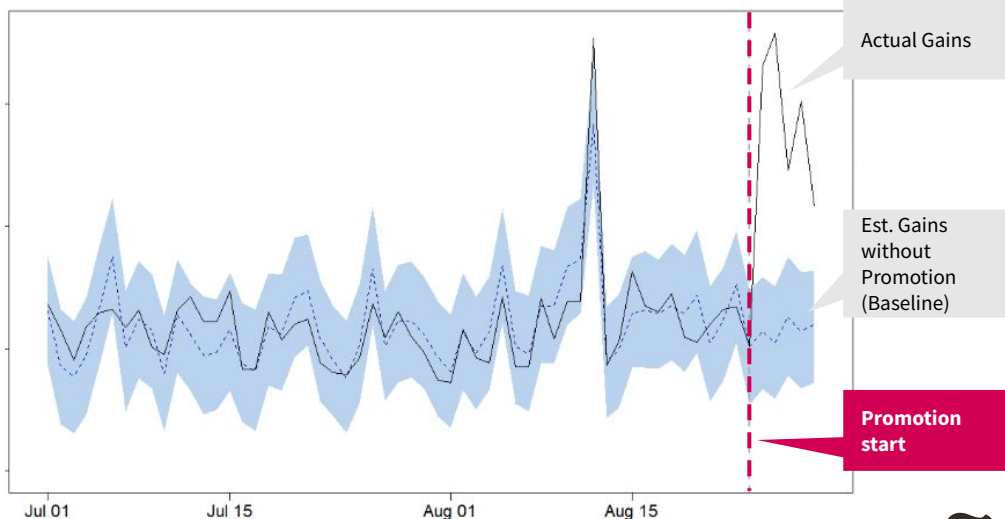


876

Est. Conversions

+152%

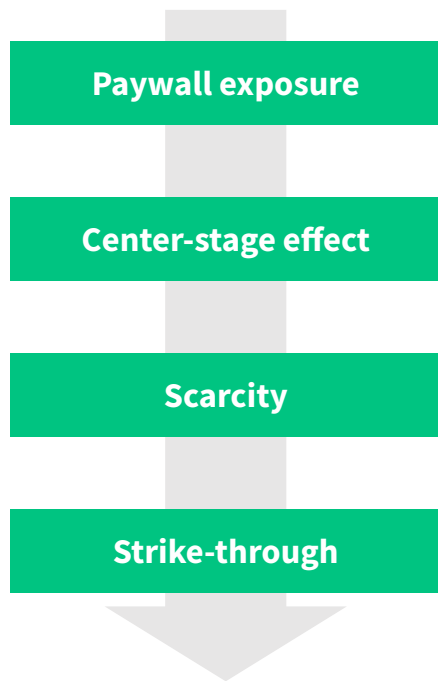
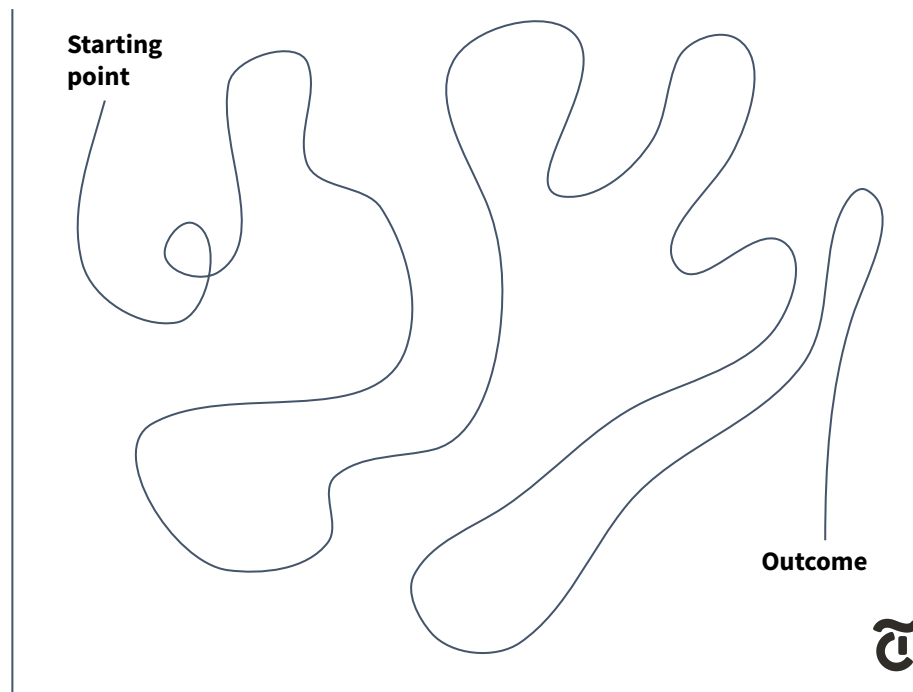
Est. incremental uplift*



*CasualImpact - R



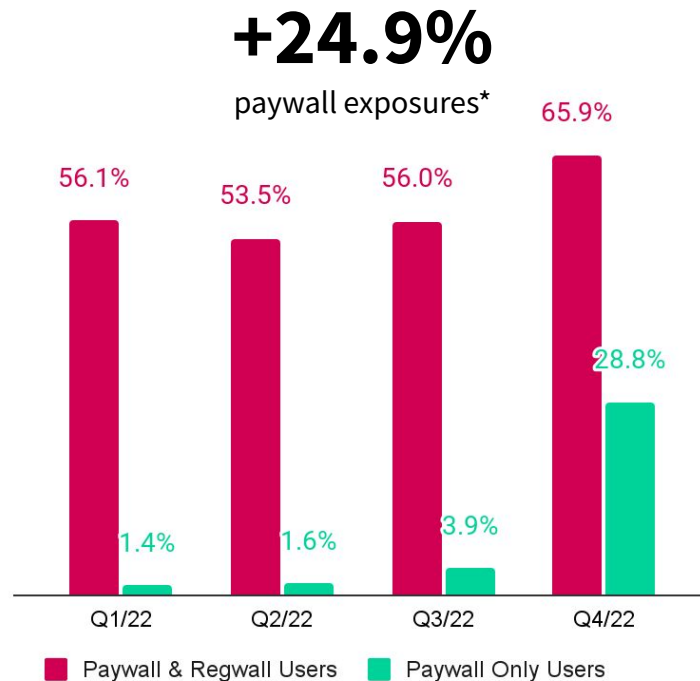
Most impactful experiments: our journey to improvement was not always that linear as it seems



Paywall exposure: increase paywall exposure on the front, free articles and sections to drive traffic into the sales funnel



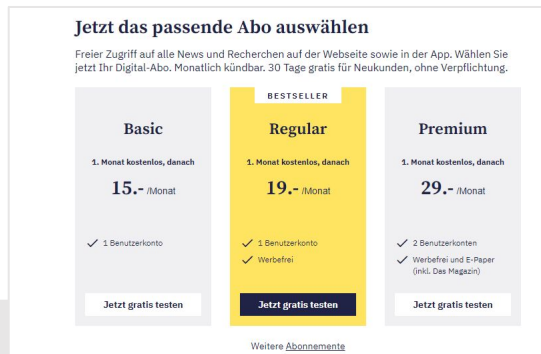
*Tages-Anzeiger only



Center-stage effect: promoting more expensive offerings on the paywall to increase ARPU

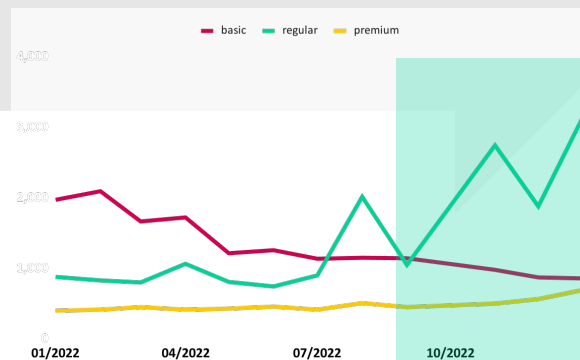


Former paywall with the entry digital offering



Center-stage effect with three offerings - focus on Regular subscription

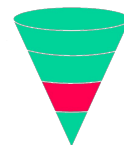
+156%
Regular gains*



*compared average 01/2022-09/2022 vs. average 10/2022-01/2023
ARPU: average revenue per user



Scarcity: communication is key!

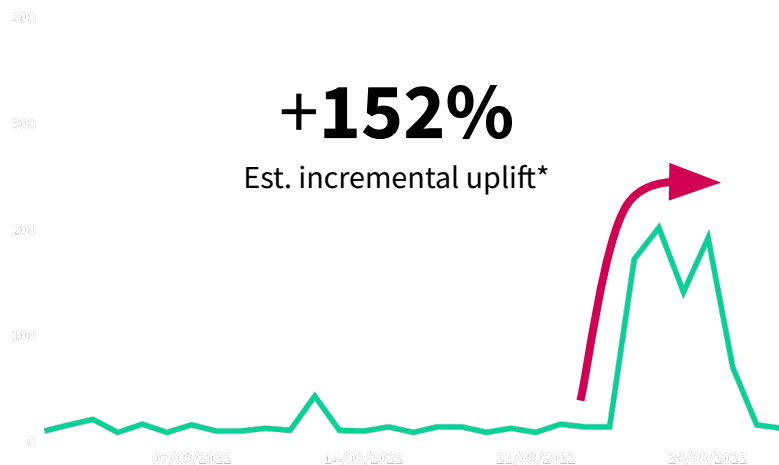
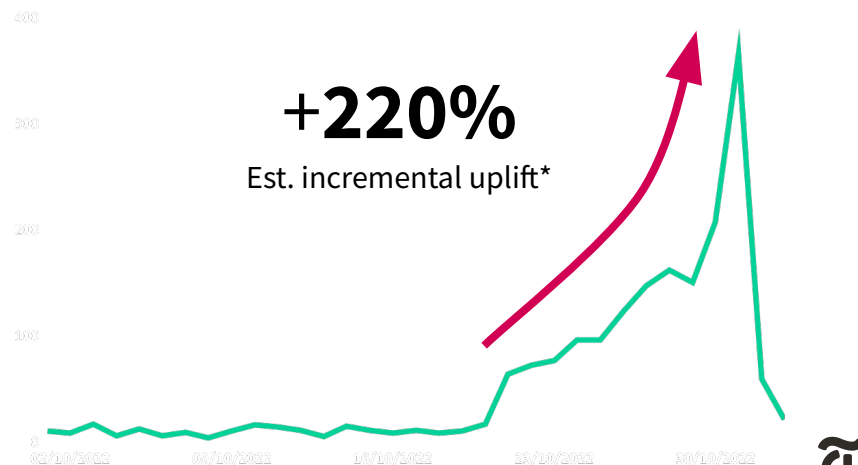


Stay informed: 6 months for
CHF 29 instead of CHF 114

Buy now

Stay informed: 6 months for
CHF 29 instead of CHF 114

Only until 31.10



*CasualImpact - R, est. baseline compared to actual gains in the last 5 days, different promotions



Strike-through? Using ~~strikethrough~~ prices as price anchors to boost conversions



Stay informed: 50% discount CHF 99

Only until 03.01

Stay informed: ~~CHF 209~~ CHF 99

Only until 03.01



0.76%

CTR

0.018%

CR

0.99%

CTR

0.032%

CR

+77% CR-improvement



CTR: click-through-rate, CR: conversion rate



Key take-aways

Segmentation

Maximise ARPU by targeting (micro-)segments with specific offerings

Long-trials

Long-trials enables customers to get familiar with your products and reduce churn

Center-stage effect

Using simple heuristics to canalize awareness onto a specific product

Scarcity

Limiting the promotions with an end-date heavily increases conversions during the last days

Strike-through

Strike-through prices perform better than discounts with percentages



