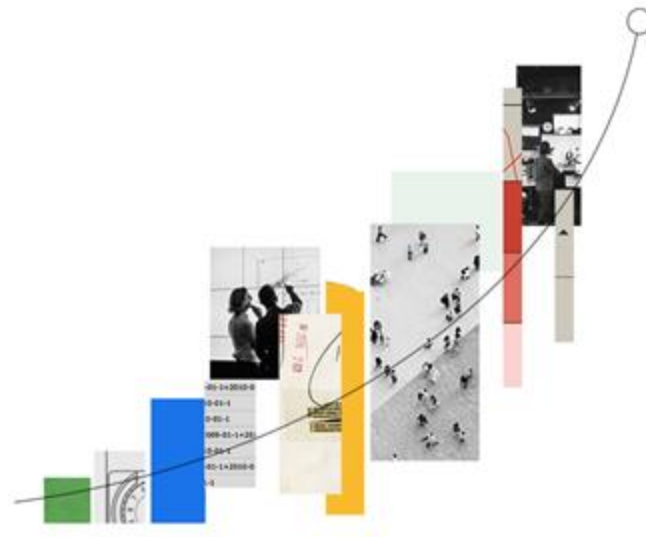


Product Overview

Reader Revenue Manager

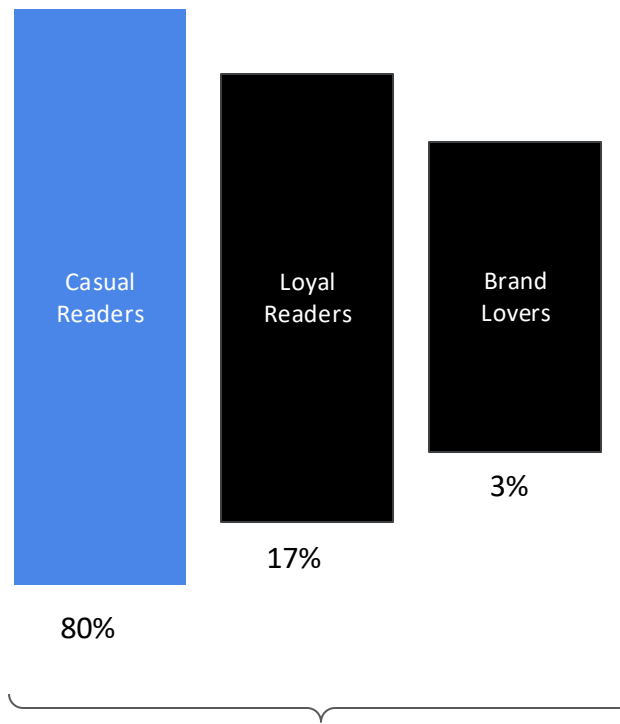
27th September, 2024

Chealsea Wierbonski, Group Product Manager



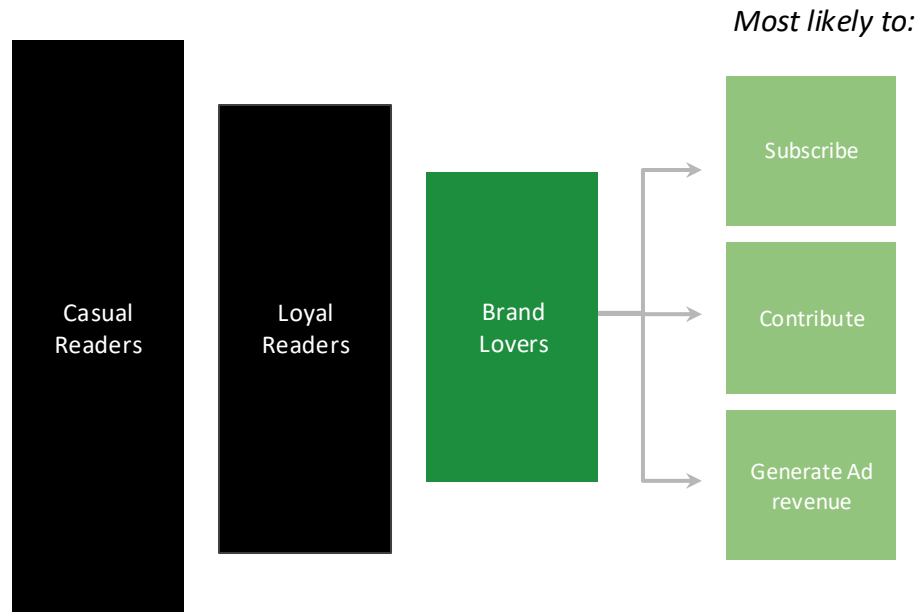
On average, **80%** of a news publisher's audience visits their site **only once per month**.

- Casual Readers: 1 visit / month
- Loyal Readers : 2-14 visits / month
- Brand Lovers >= 15 visits / month



Representative distribution of News publication's audience

...while the end of their funnel is where they can generate most of the value



Improving readers' loyalty remains one of the most critical challenges for news organizations...



“Subscriptions are a result of engagement — that’s where the hard work is.”

John Ridding
CEO, Financial Times

As well as providing seamless conversion funnels



Deploying paywalls effectively

How do you balance between free and blocked content on the site?



Convincing users on offers page

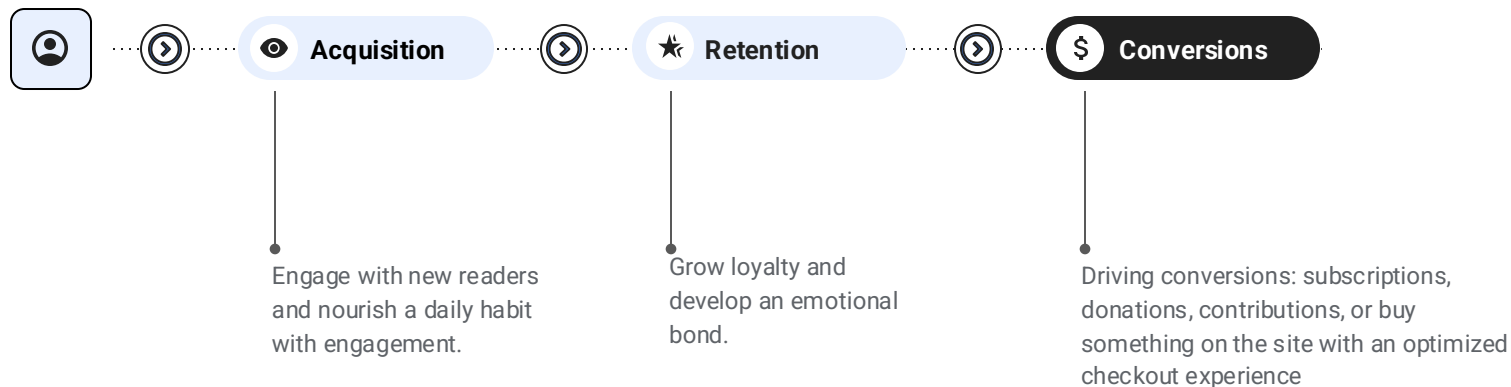
How do you present your offers and make it easy to decide which option to choose?



Offering easy checkout

Are your checkout pages discouraging users from checking out?

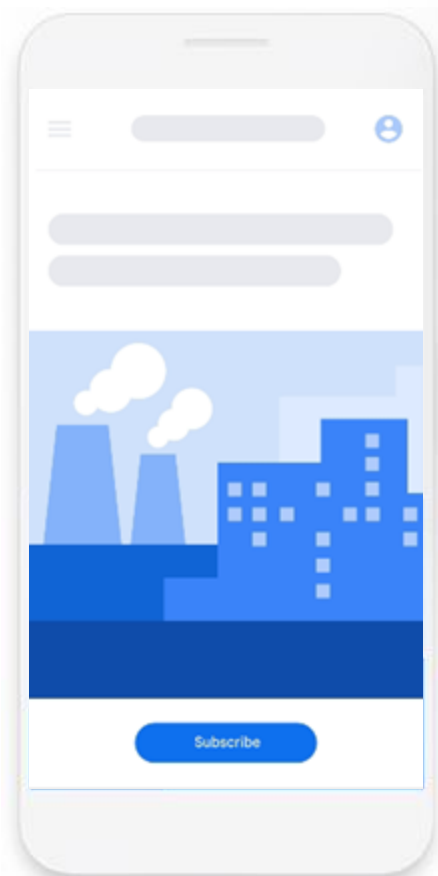
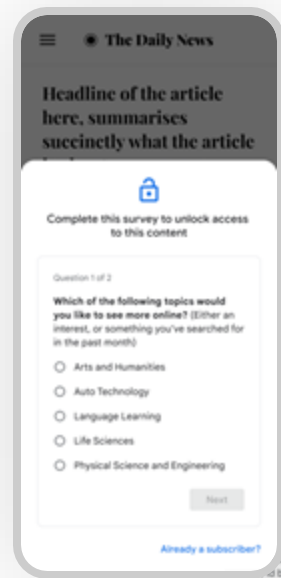
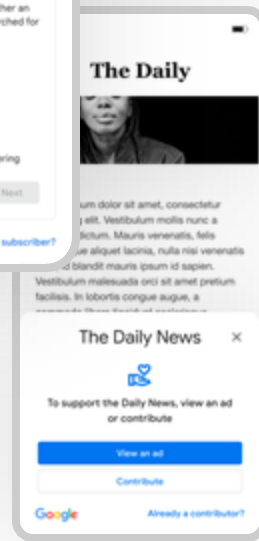
Achieving digital growth requires a full optimization of publishers' funnel



Introducing Reader Revenue Manager

Helping publishers engage with their readers to build lasting relationships and monetize them in new ways.

 goo.gle/readerrevenuemanager

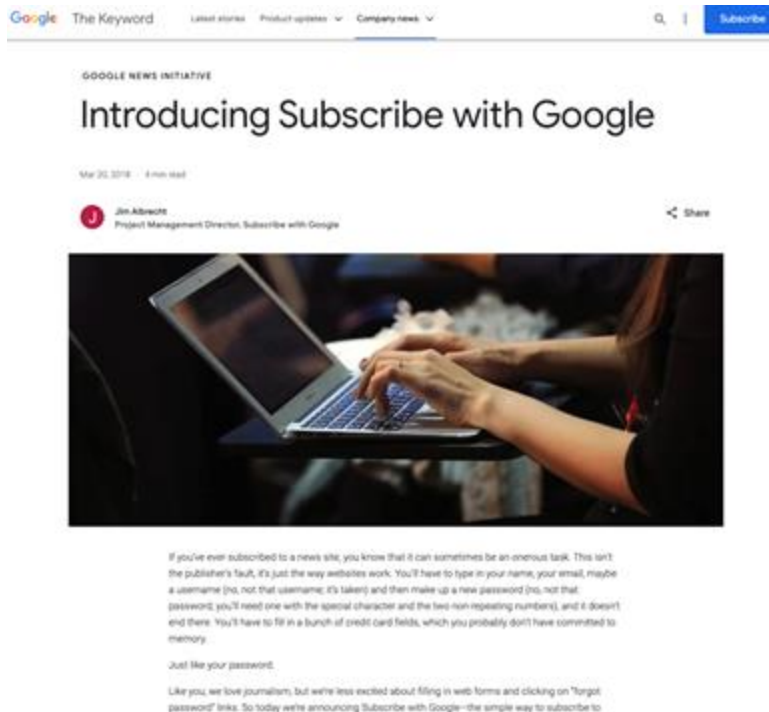


Reader Revenue Manager started as a single purpose paywall tool for large publishers

Subscribe with Google

Originally a single purpose paywall tool

Originally launched in **2018** as **Subscribe with Google**, RRM started out as a single purpose paywall tool to help large news publishers grow their subscription business. RRM initially helped publishers with reader retention, driving engagement and optimizing conversions.

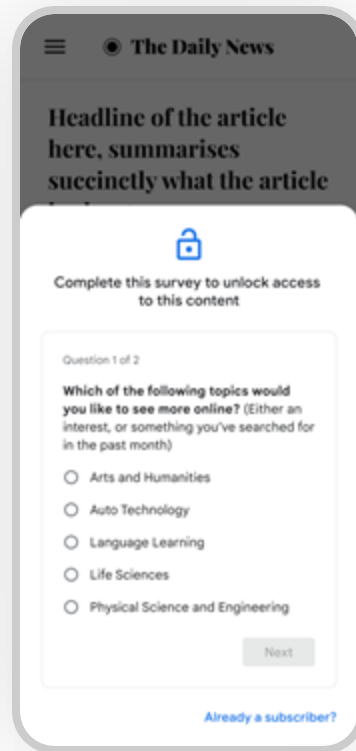
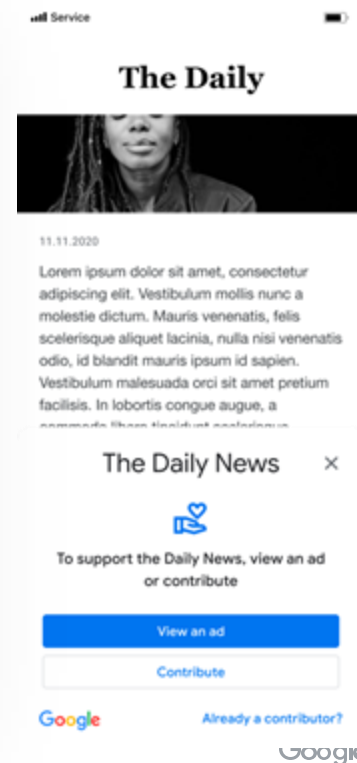


Reader Revenue Manager has evolved into an **audience engagement** and **monetization** platform



Evolution into a full-featured platform

By **2023**, RRM had evolved into a full-featured platform focused on audience growth and monetization for pubs of all sizes, not just the head. RRM helps small and large pubs alike utilize a variety of content access strategies to create a diversified and sustainable business.



3 priorities for helping news publishers with Reader Revenue Manager



Deepen reader
engagement

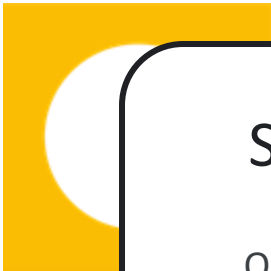


Unlock reader revenue



Strengthen ad
monetization model

RRM for everyone and for enterprise



Standard

Out-of-the-box,
start today!



Enterprise

Fully customizable with
APIs

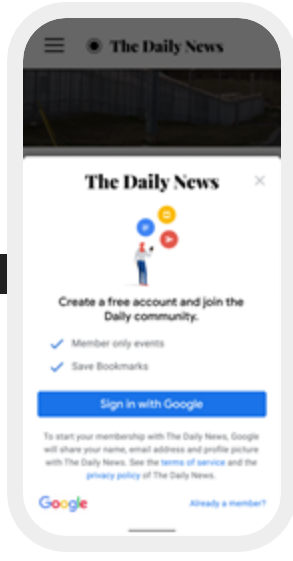
Use RRM to Promote different CTAs down the funnel

Day 1



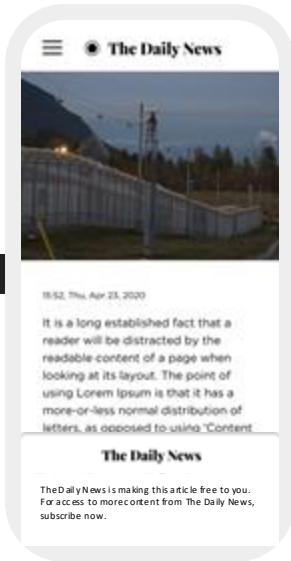
Metered Read

Day 3



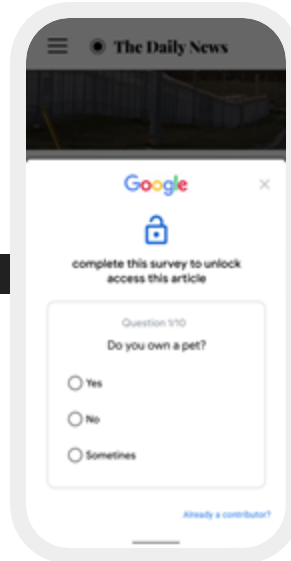
Registration Wall

Day 5



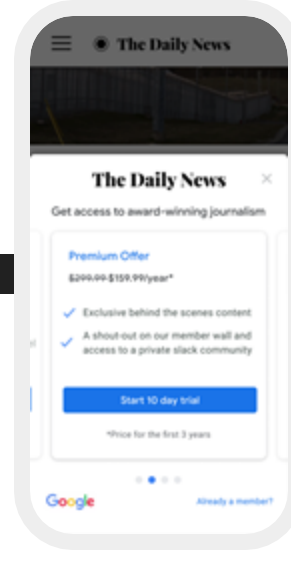
Metered Read

Day 10



Survey

Day 25



Subscription

CTA funnel customization helps grow engagement

- Control how readers interact with CTAs on your site
- Create separate funnels for open and paywalled content
- Reorder your CTAs in each funnel to maximise acquisition efficiency
- Give the best experience to your readers by creating interruption-free intervals

Paywalled content

Open content

Your calls to action

Customize call to action (CTA) interactions for your readers below

☰	① Survey	⋮
	Dismissal Allow ▾	Frequency Once in 24 hrs ▾ more
☰	② Newsletter signup	⋮
	Dismissal Allow ▾	Frequency Once in 24 hrs ▾ more
☰	③ Reader registration	⋮
	Dismissal Block ▾	Frequency Not applied ▾ more
🕒	Interval between CTAs: 30 minutes ▾	

Get started now

 goo.gle/readerrevenuemanager



Google News Initiative

Thank
you