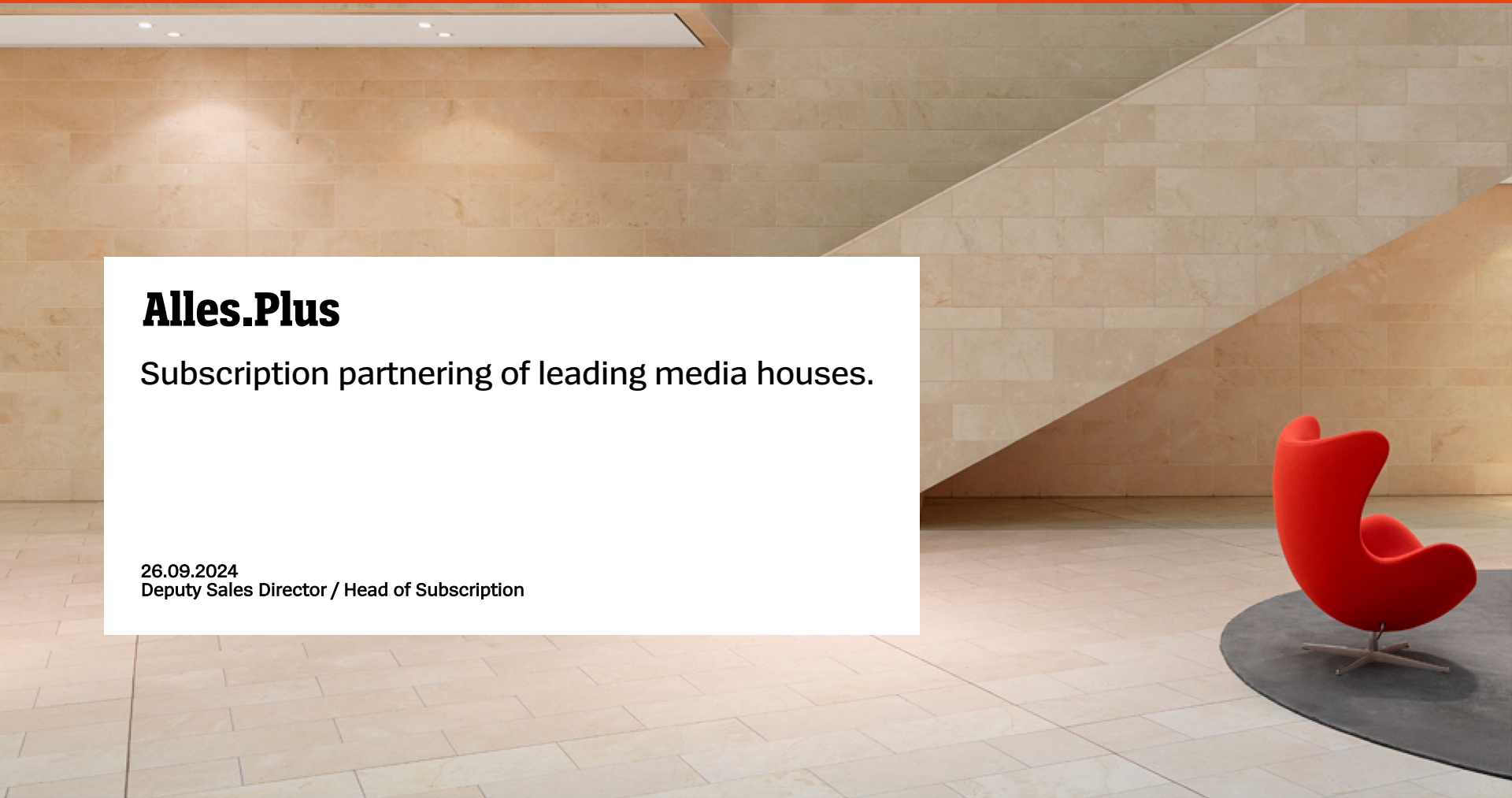


Alles.Plus

Subscription partnering of leading media houses.

26.09.2024
Deputy Sales Director / Head of Subscription

What is Alles.Plus and who is behind this project?

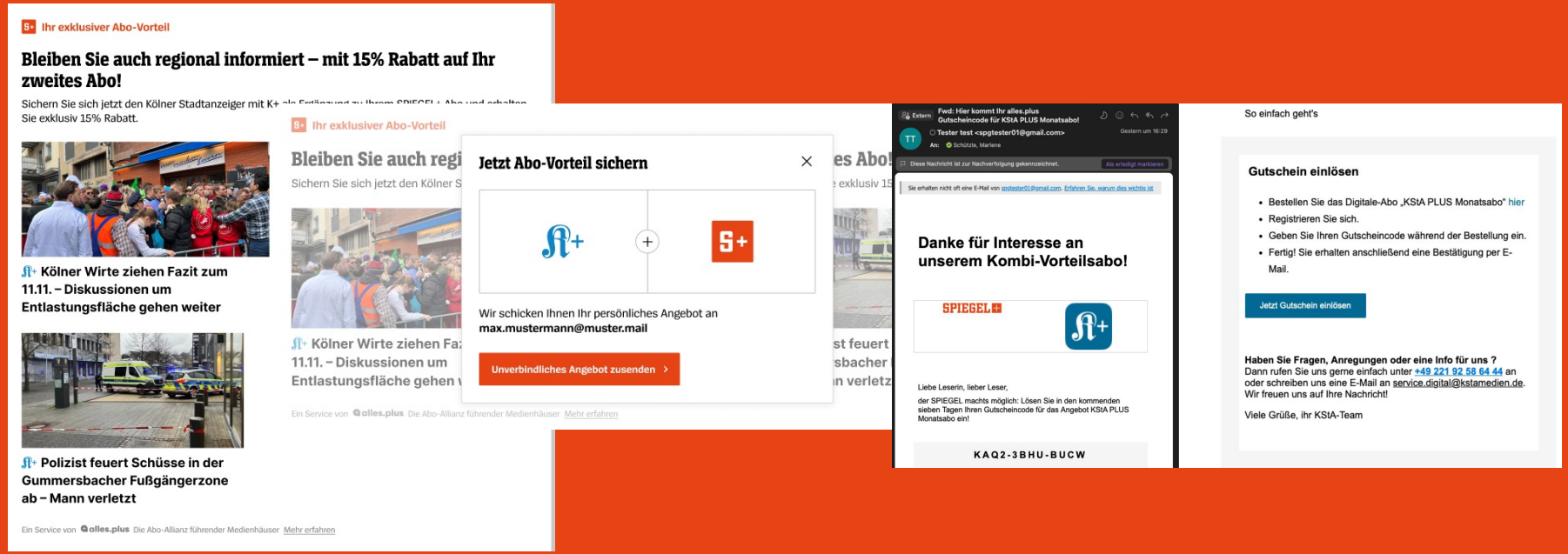
Alles.Plus is an association, and Spiegel is a committed and happy member of it ☺.

It facilitates digital subscription combinations of media titles - and enables customers to benefit from attractive and unique subscription packages.

»As a service provider for leading publishers and media companies, we organize a technical platform that connects different subscription service platforms via voucher codes, therefore makes it easier to order additional digital subscriptions at low cost – and thus put together an individual media package from the portfolio of participating digital titles.«

Alles.Plus, 2024

How do we participate? How does it work?



What are our strategic approaches?

Challenge - Growth is getting slower thus the portfolio has to change and adapt to user needs.

Bundling is one part of the solution.

We do it internally – BUT:

That is not enough, so why not think outside the box?

How do we apply Alles.Plus?

Acquisition

DER SPIEGEL stands for (inter-)national content, having your local news covered in a combined subscription covers all user needs.

Retention

Extending content by bundling with local newspapers gives the subscriber a demanded full overview, knowledge and insights – but it feels like no other completely new subscription is needed, so no reason for pondering.

Challenges.

Brand alliance

Diversity is great, BUT the new brand has to fit in, otherwise it makes no sense for existing subscribers.

Clean data

We all know the challenge, imagine if “strange” data enters your warehouse. Therefore, the open platform was built only to exchange voucher codes – every publisher gets its own customer relationship.

First & next steps

1. Test going live now with Kölner Stadtanzeiger
2. Analysis of User Journey and User Experience (f.e. entry points, checkout, ...)
3. Further development of front- and backend (to increase usability = ongoing)
4. Rollout with additional partners

Discussion.

Opinions?

Is there any comparable bundling you do with external companies?

Experiences?

Thank you!