



Offboarding subscribers:

How improved cancellation process and personal touch save subscribers

About Haaretz

Haaretz is an Israeli daily newspaper, founded in 1918, making it the oldest daily newspaper in Israel. It is known for its left-leaning political stance.

The newspaper has invested heavily in its digital platforms, and its online content is widely regarded as some of the best journalism available in Israel.

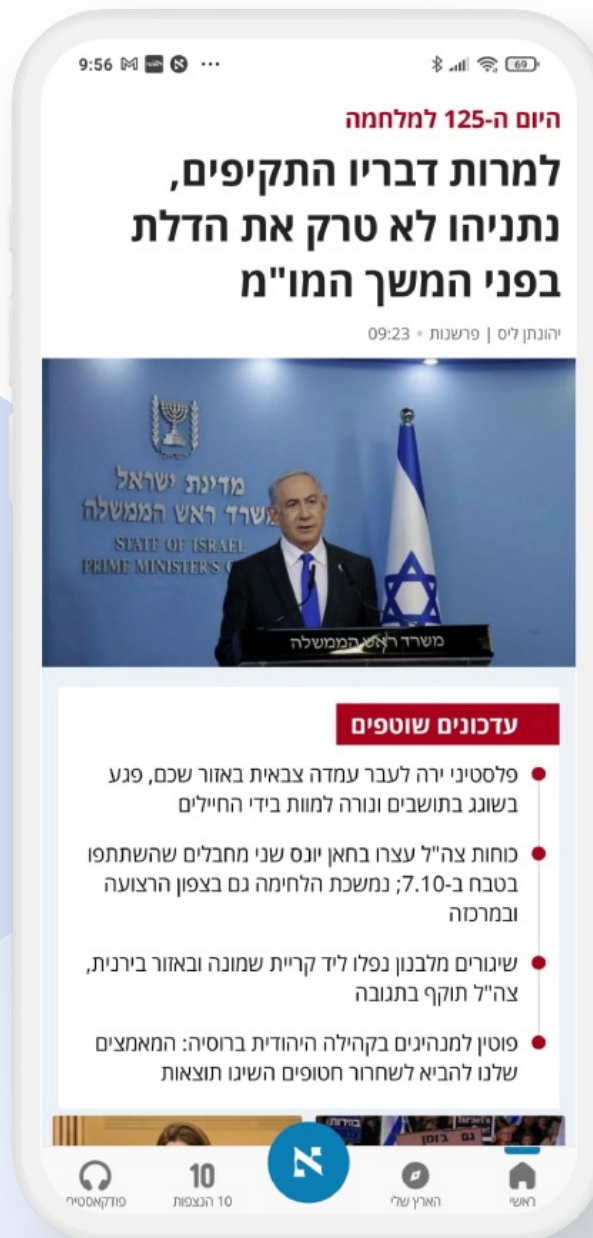
About Haaretz

9-11 million unique users / month

137K digital only subscribers

450 journalists

200+ stories / day





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"אנשים נכנסו עם דירה - ויצאו בלי": התרגיל של עיריית תל אביב

רנית נחום-הלוי | 06:07



הבריחה מהליכוד: רשימות בבחירות המקומיות מתרחקות מזיהוי עם המותג

טלי חרות-סובר



הממשלה מעדיפה להשקיע בישיבות במקום בתנועות שהתגייסו לסייע

ליאור דטל

"הבנו שיש לנו ייעוד – להפוך את השבר לסמל של תקומה"

בשיתוף דפוס בארי



Finance



10 הנצפות

ISRAEL-HAMAS WAR DAY 128

Hamas Threatens Rafah Attack Would Scuttle Talks; Netanyahu Vows to Press Ahead

Haaretz



• Live Updates

- United Nations special rapporteur on the occupied Palestinian territories says Oct. 7 a response to 'Israel's oppression'
- Palestinian released in hostage deal arrested on suspicion of posing as Israeli in attempt to enter Israel
- Egypt threatens to suspend peace treaty with Israel if IDF operates in Rafah
- Report: Iran's foreign minister arrives at Damascus international airport



Under Cover of War, Israel
Plans to Build New Jewish
Neighborhood in East J'lem

Nir Har

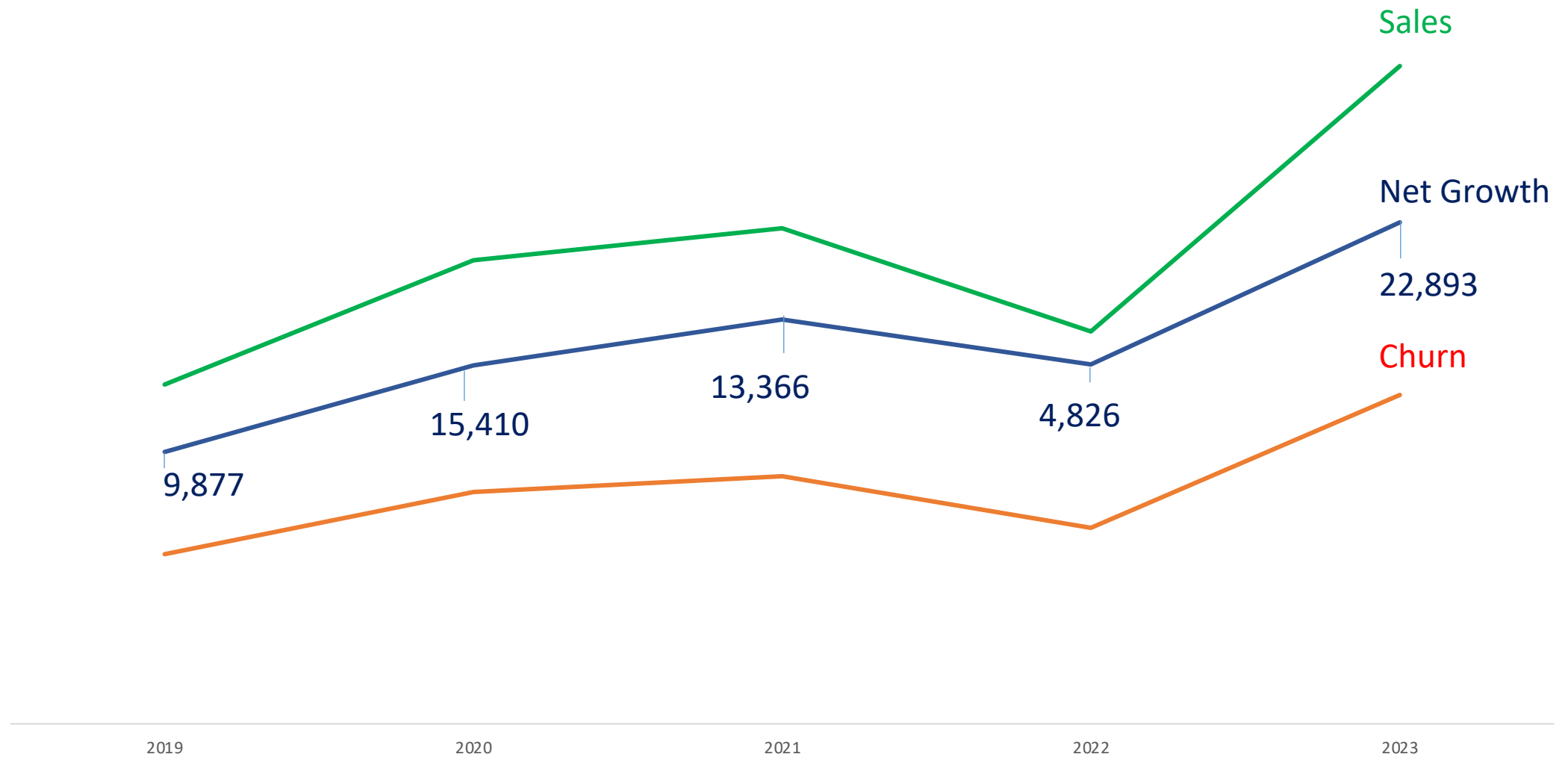


Daily Brief

Top 10

 **HAARETZ**

Sales and churn



Sales and churn

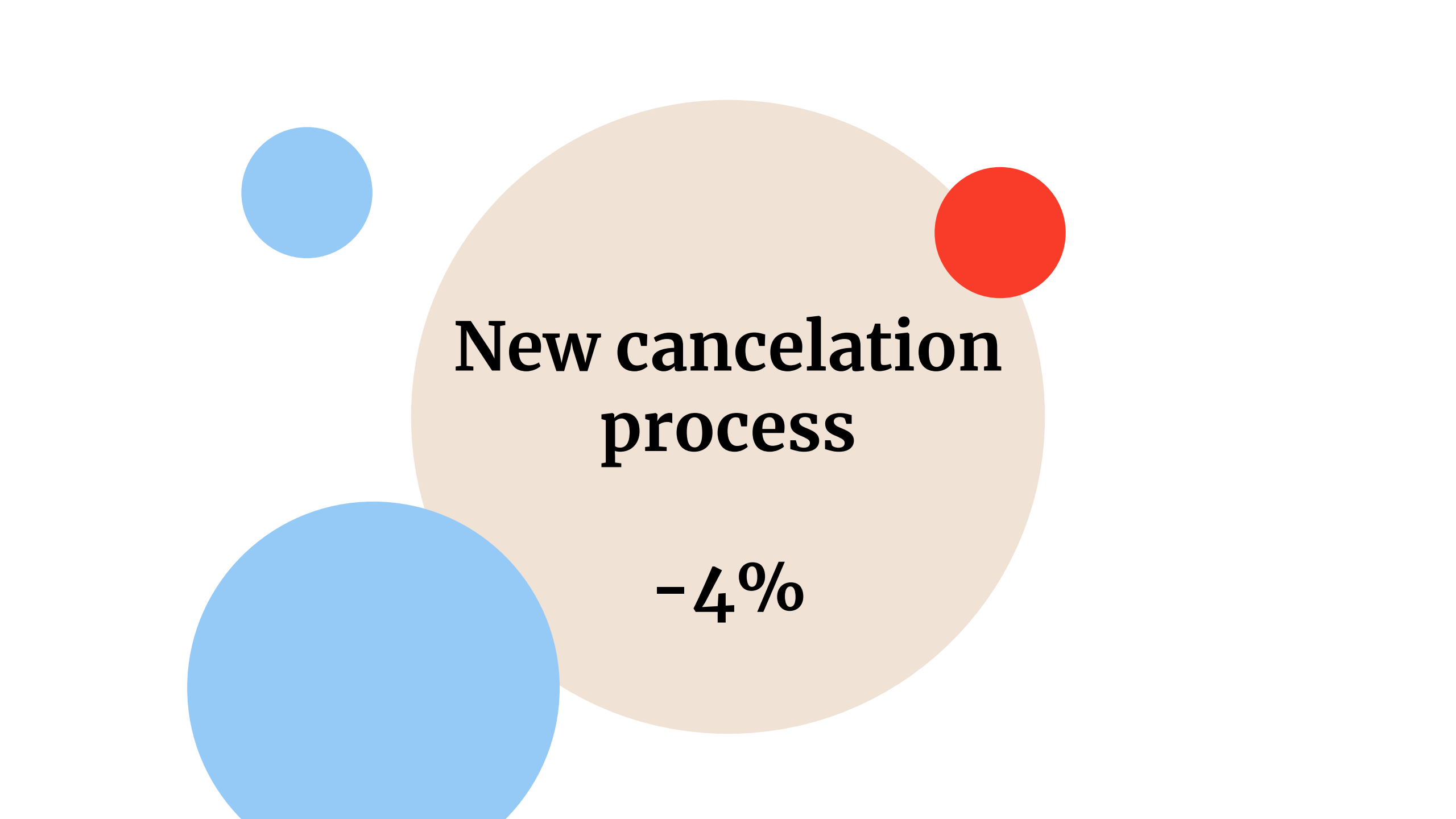
Sales mostly related to news cycle

Doubled the number of international subscribers during the Gaza war

Haaretz.com

Voluntary churn: 81%

Involuntary churn: 19%



New cancellation process

-4%

Previous process

My Subscription



Stop auto-renewal

Your subscription will end on 23/08/21 would you like to continue this process?

Not Now

Continue

[cancel immediately and refund me](#)

Previous process

My Subscription



Stop auto-renewal

Please tell us what is the main reason for stopping the subscription

- | | |
|---|--|
| ☐ Lack of Time | ☐ Prefer other newspapers |
| ☒ Too expensive | ☐ Payment issues |
| ☐ Content issues | ☐ Other |
| ☐ Too many ads | ☐ Tech issues |

Continue

cancel immediately and refund me

 **HAARETZ**

MY ACCOUNT

Personal Details +

Update Email +

Password Update +

My Subscription ×

Digital Subscription - Annual

Cancel Subscription >

Payment Method +

Periodic Invoice +

Support +

MY ACCOUNT

Personal Details +

Update Email +

Password Update +

My Subscription ×

Digital Subscription - Annual

Cancel Subscription ∨

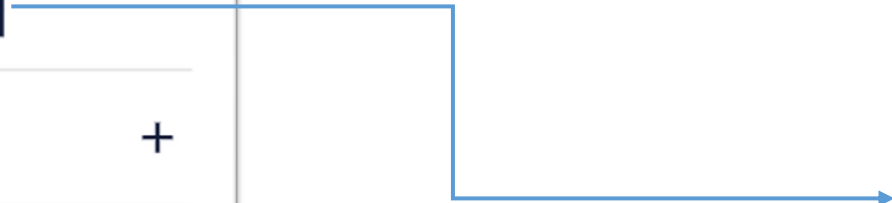
Stop auto-renewal of this subscription

Before you continue, can we assist you in any way?

Contact Us

Continue with Cancellation

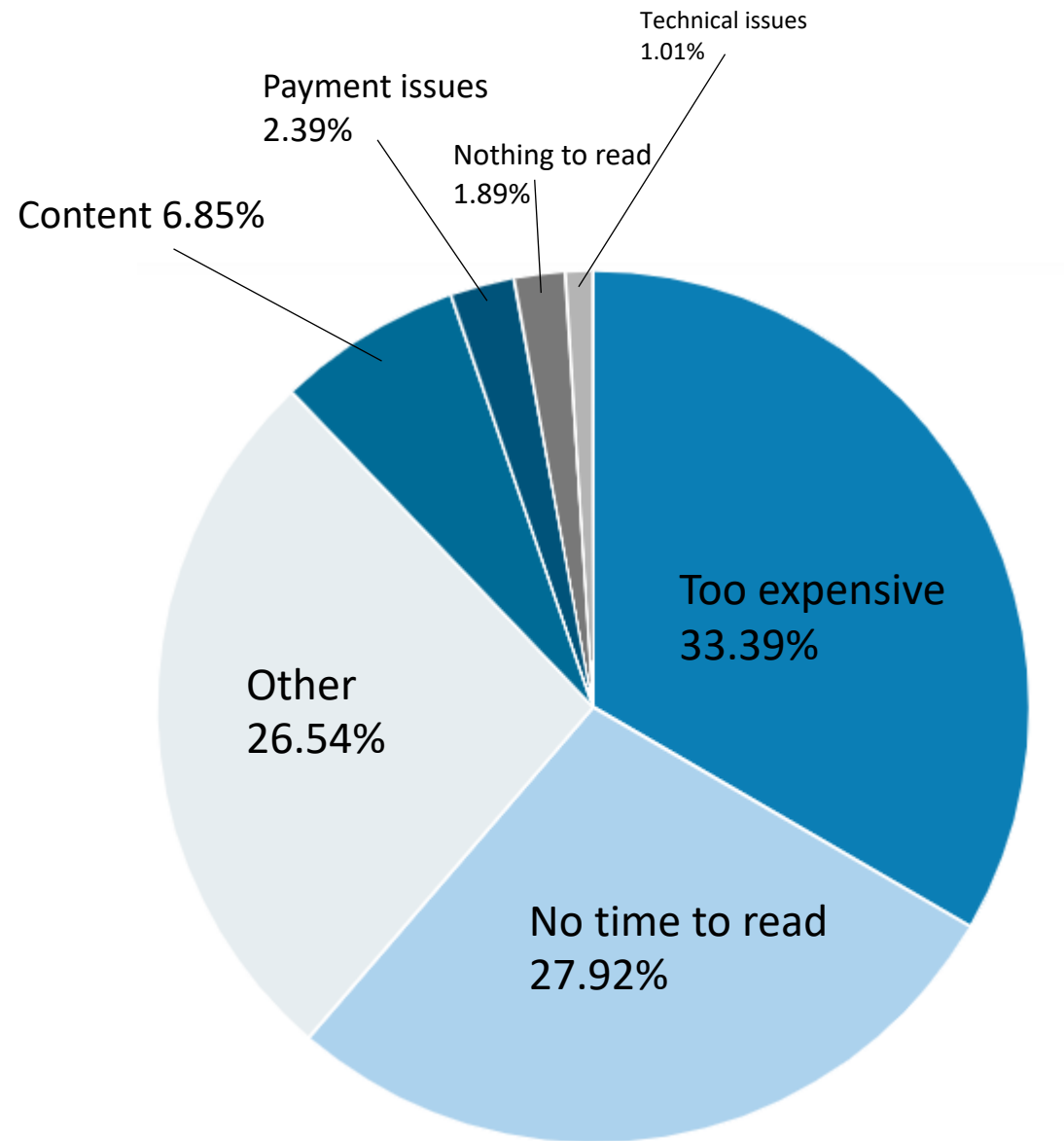
Payment Method +



We're sorry to see you go. We'd love to know why

- ☐ Nothing to read
- ☐ Technical issues
- ☐ Content
- ☐ Too expensive
- ☐ No time to read
- ☐ Payment issues
- ☐ Other

Submit



Technical Issues
Content
Other

Thank you for sharing! We value your feedback

Feel free to add further information

|

Would you like us to follow up on the issue?

OK, get back to me

No, continue with the cancellation

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Cancellation inquiries are prioritized for customer support

Content complaints reach editorial staff

4% request us to get back with a solution

Addressing complaints

- While I find most of the content valuable, it is available for free from other redible sources. I also find the contect, at times, unduly biased.
- I enjoy Haaretz and believe it is likely the most progressive newspaper in Palestine/Israel. I find myself unable to read all the articles and frankly, I am overwhelmed by the reading I've been doing about the crisis in Palestine
- Why are you siding with the terrorists? Seek help. "Free Palestine" is a compulsive liar, do not enable them.
- There was one article I wanted to read. I read it.
- It's a good paper but expensive and too depressing right now to make time to read it.
- Income dropping, can probably read via institutional account. Sorry to go but must.

Nothing to read

Cancelling your subscription will block access to content

Here are a few interesting articles you might have missed:



Israel's Dead: The Names of Those Killed in Hamas Massacres and the Israel-Hamas War

Haaretz



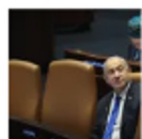
Dr. Netanyahu or Mr. Bibi: Who Will Decide the Fate of the Gaza Cease-fire Deal?

Amos Harel / Analysis



The Rafah Crossing May Be the Catalyst for the Return of the Palestinian Authority to Gaza

Zvi Bar'el / Analysis



Faced With Multiplying Crises, Netanyahu Plays the Only Card He Has Left

Aluf Benn / Analysis



Bad Planning, Poor Intel: How Israel Struck Crowded Rafah Refugee Camp, Killing Dozens

Yaniv Kubovich and Avi Scharf

I've changed my mind

Continue with the cancellation

No time to read

It isn't all or nothing

We recommend subscribing to our newsletters to get the most interesting and important stories sent straight to you



Haaretz Daily Brief

Daily | Get the top stories on Israel, the Middle East and Jewish World - as we...

Subscribe



Haaretz Middle East

Weekly | From ISIS to the war in Syria, get all the latest news and analysis...

Subscribe



Haaretz Jewish World

Weekly | From news and features to blog posts and op-eds on the most...

Subscribe



Haaretz Archaeology & Science

Weekly | Get the latest articles about archaeology and science delivered...

Subscribe

I've changed my mind

Continue with the cancellation

Low response rate - to be deprecated

Payment issues

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There are other ways to pay

To update credit card details [click here](#)

[Get support from customer service](#)

I've changed my mind

Continue with the cancellation

Price

Marketing lead

Automated offer

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Before you go...

How about we get in touch with a special offer?

Sure, contact me



Cancel subscription auto-renewal

Cancel immediately by contacting customer support

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88%

12%

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Before you go...

Limited Time Offer

 Special Offer

Monthly Payment \$5

/charged monthly for the first year

Cancel Anytime [Offer details](#)

Cancel subscription auto-renewal

Cancel immediately by contacting customer support

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13.4% of “price” sensitive customers stay with a better offer

Upcoming changes

New survey options

We're sorry to see you go. We'd love to know why

☐ Nothing to read

☐ Payment issues

☐ I can't afford it at the moment

☐ I signed up to read one story

☐ Content complaints

☐ I don't read enough to justify the price

☐ Technical issues

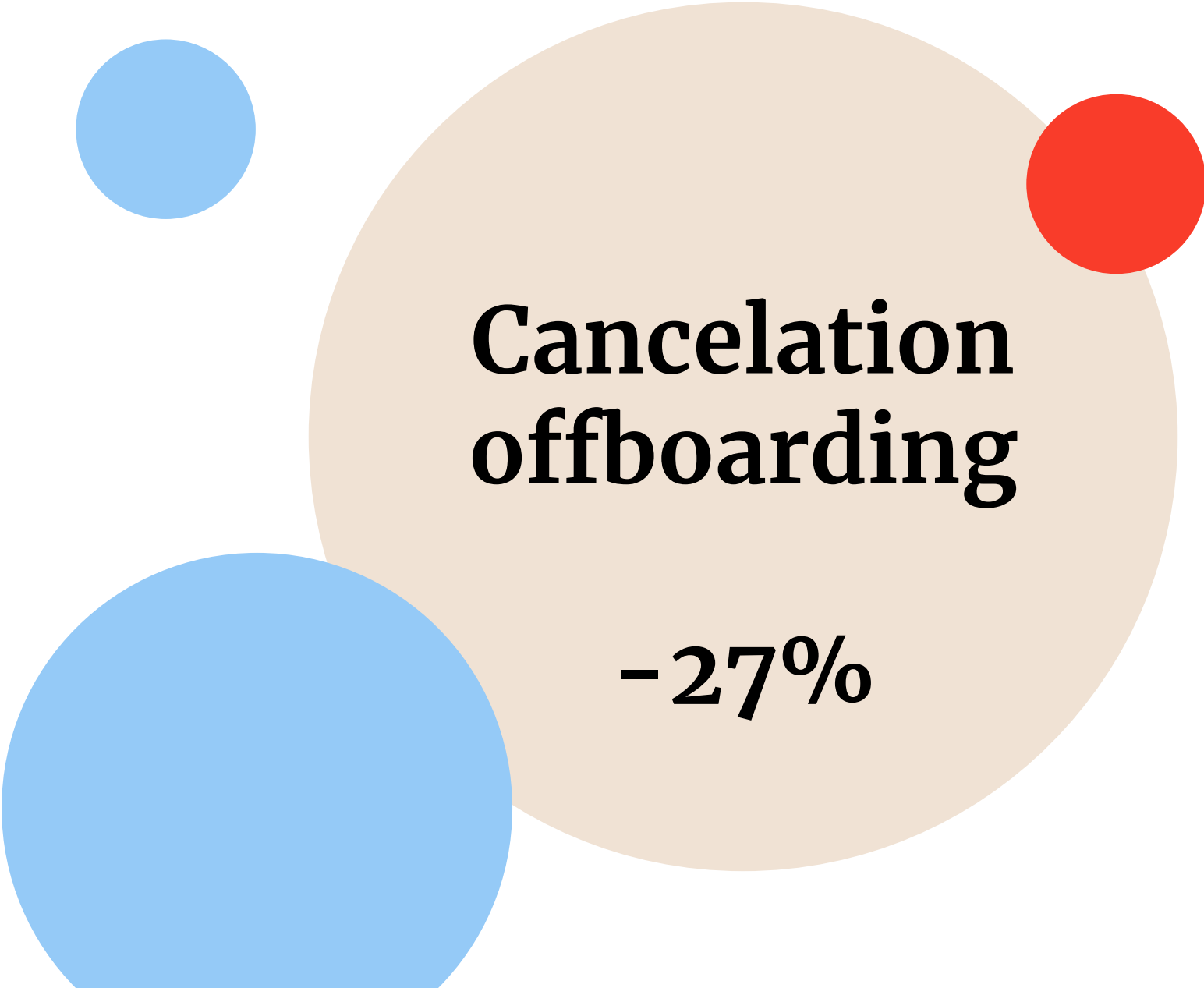
☐ None of the above reasons seem relevant

Submit

Smart Offers

Personal automated offers according to user (current subscription rate, state and churn reason)

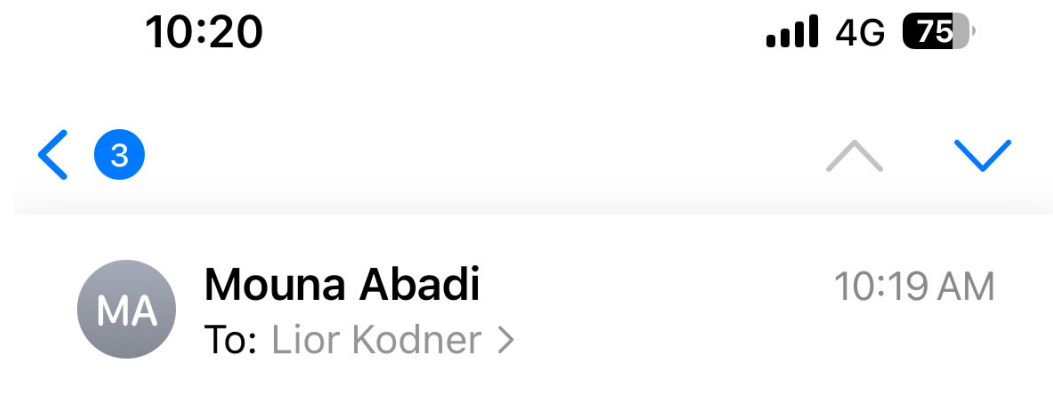
Automated offers AB tests



**Cancellation
offboarding**

-27%

Personal email



נסיון שימור לאחר בקשת ביטול

שלום רב
קיבלנו את בקשתך
הפסקת המינוי תגביל את הגישה שלך לכל תכני הארץ/דה
מרקר/ הארץ ודה מרקר
לפני שאבטל באופן סופי, אני רק רוצה לוודא אם אוכל לסייע
לך בדרך כלשהי כדי שתשאר חלק מקהילת הארץ בדיגיטל.

Personal email

[972534200271](tel:972534200271)

בוקר טוב, מבקשת להתנתק

בוקר טוב טלי,
קיבלנו את בקשתך. הפסקת המינוי תגביל את הגישה שלך לכל תכני הארץ. לפני
שאבטל באופן סופי, אני רק רוצה לוודא אם אוכל לסייע לך בדרך כלשהי כדי שתשארי
חלק מקהילת הארץ בדיגיטל.

[972534200271](tel:972534200271)

כן. חייבתם אותי היום במחיר מנוי מלא של 488 שח. אשמח להשאיר במחיר הקודם. קיבל י
הצעה במייל לפני חודש ובתוך הבאלגן לא שמתי לב 'לא חידשתי

בוקר טוב טלי,
המבצע הקודם כבר לא קיים.
תרצי להמשיך ב-381 ש"ח ולקבל זיכוי יחסי לאמצעי התשלום

[972534200271](tel:972534200271)

לא. תודה

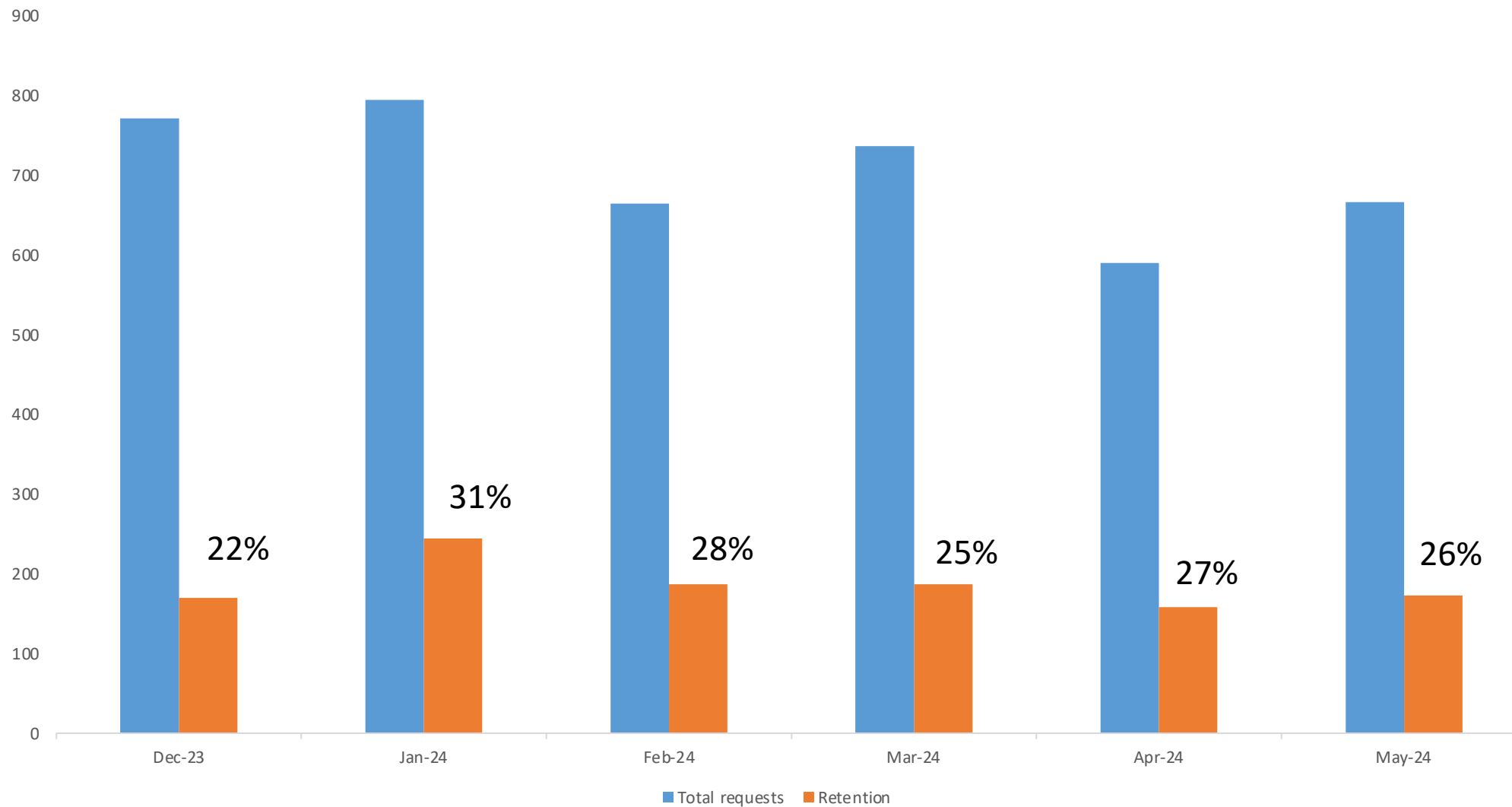
תרצי להמשיך ב-343 ש"ח?

[972534200271](tel:972534200271)

כן. תודה רבה

המנוי ימשיך ב-343 ש"ח ואת הזיכוי תקבלי בימים הקרובים.
תודה וקריאה מהנה!

Personal email : 27% retention



Returning subs (in 60 days)

Month	Churn	Returns	
01/07/2023	1315	377	28.70%
01/08/2023	1532	484	31.60%
01/09/2023	1314	259	19.70%
01/10/2023	1294	262	20.20%
01/11/2023	1477	400	27.10%
01/12/2023	1411	333	23.60%
01/01/2024	1796	512	28.50%
01/02/2024	1362	338	24.80%
01/03/2024	1392	342	24.60%
Average	1433	367	25%

4 Key Lessons

- 1. Convince people to stay, but let them go.** 25% of them will return shortly
- 2. Don't lower the price, and follow the data:** Why people are leaving, what will make them stay?
- 3. Incorporate a personal touch**
- 4. Continuously evolve**