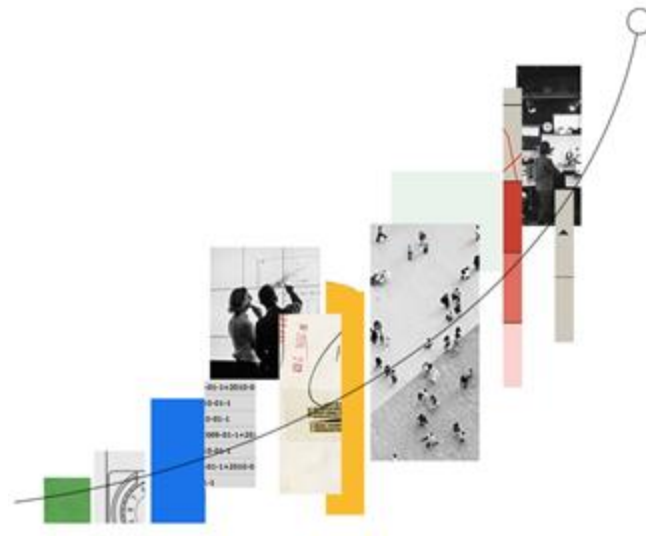


Growing Loyal Readers

Strategies to convert, engage and retain your subscribers

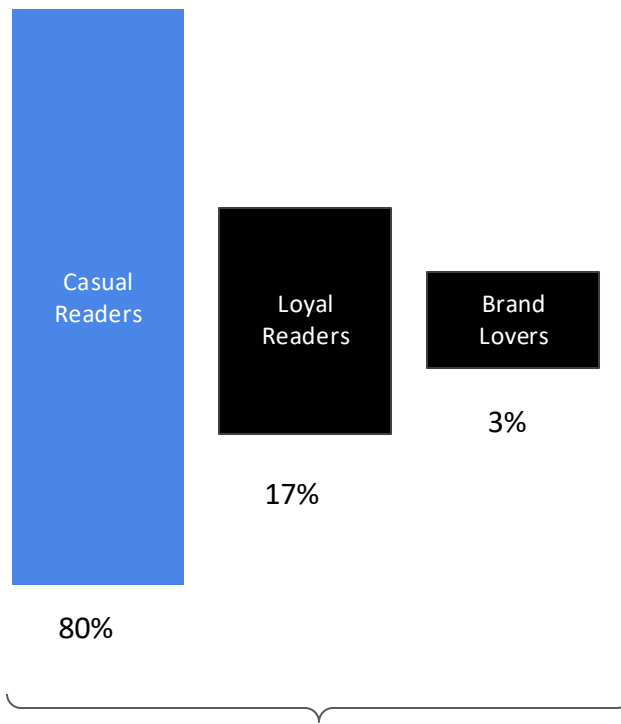
March 14, 2025

Bihag Karnani, Product Manager, Google



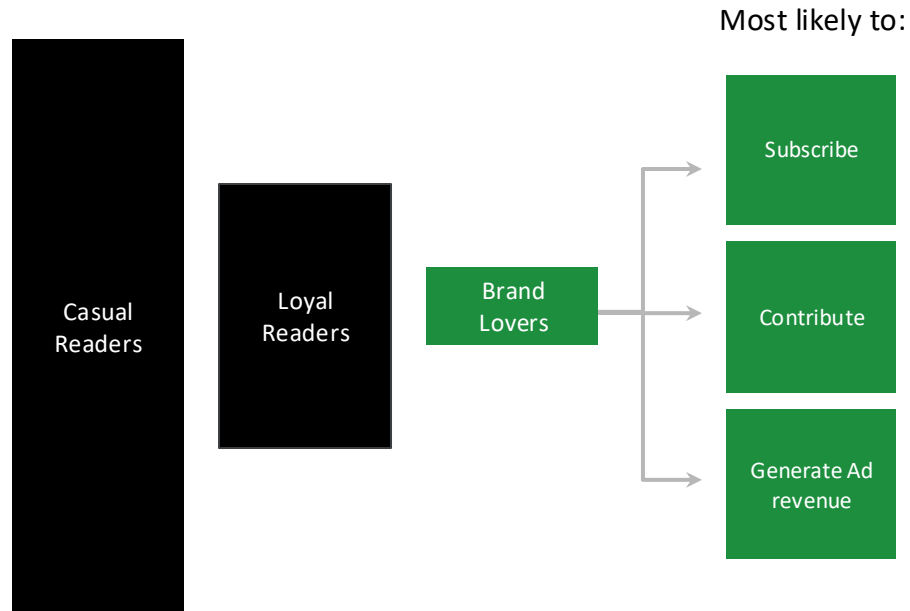
On average, **80%** of a news publisher's audience visits the site **only once per month...**

- Casual Readers: 1 visit / month
- Loyal Readers : 2-7 visits / month
- Brand Lovers ≥ 8 visits / month

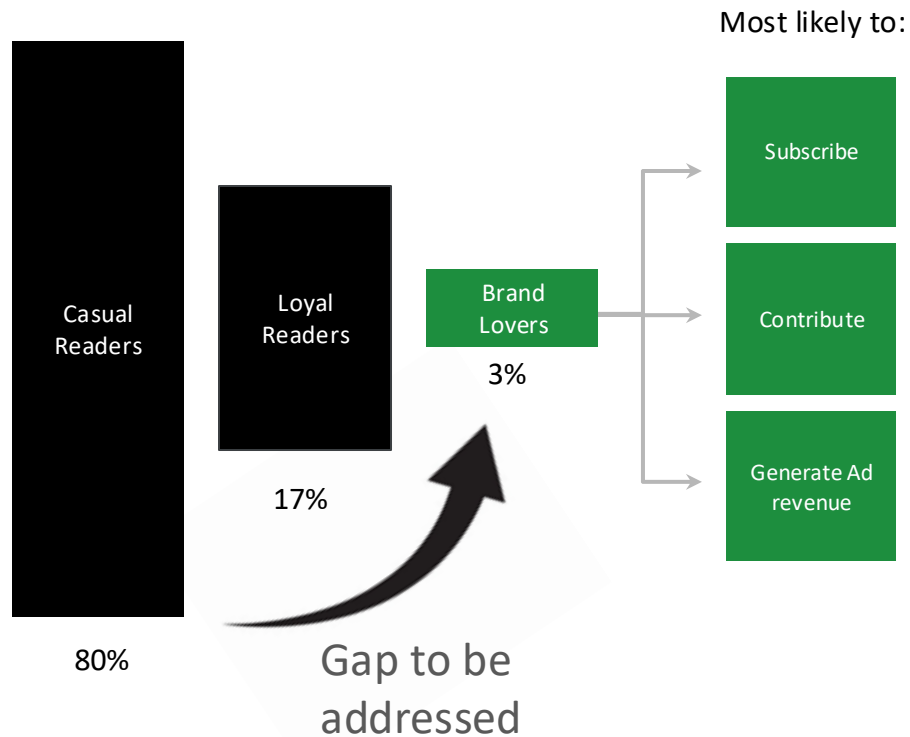


Representative distribution of News publication's audience

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



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



Addressing that gap to improving **readers' loyalty** remains one of the most critical challenges for news organizations...

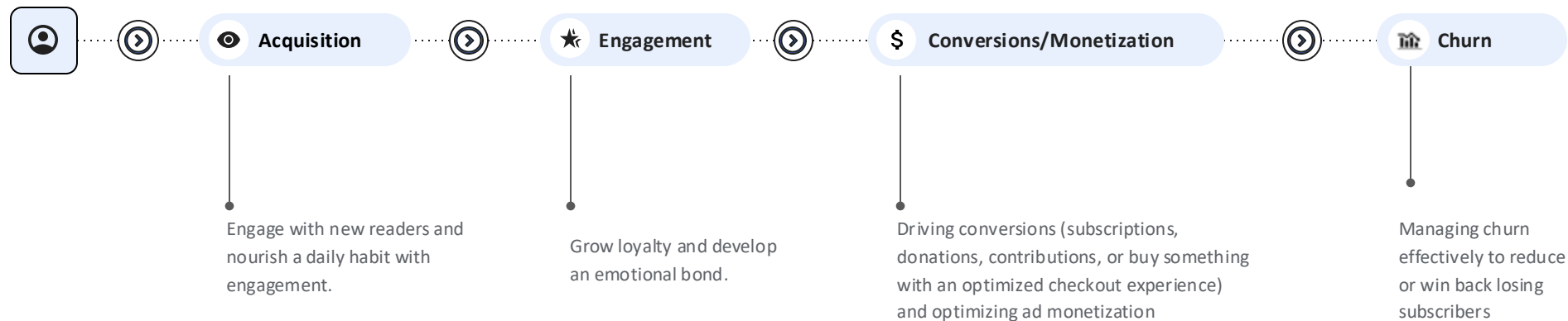


“Subscriptions are a result of engagement — that’s where the hard work is.”

John Ridding

(recently ex) CEO, Financial Times

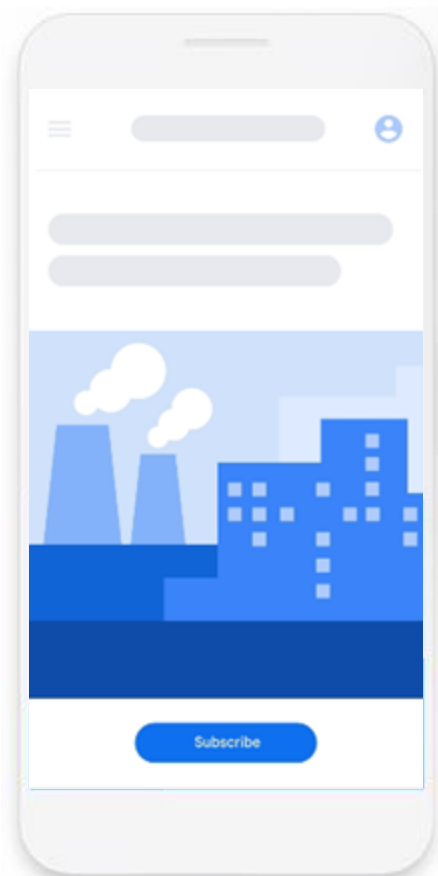
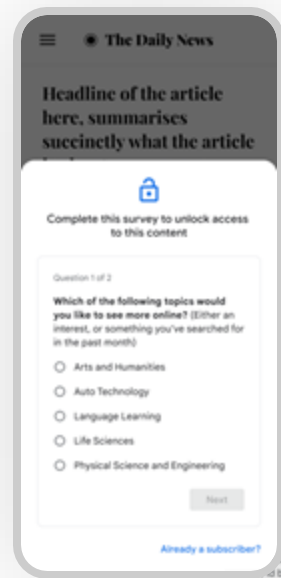
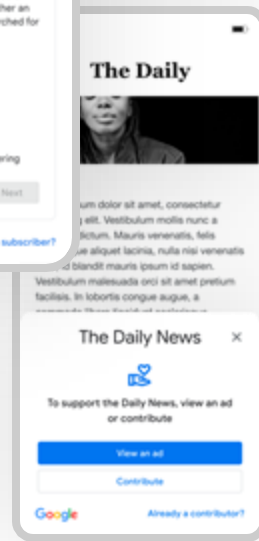
Achieving digital growth requires a full optimization of publishers' funnel



Introducing Reader Revenue Manager

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

 goo.gle/readerrevenuemanager



RRM for everyone and for enterprise

Standard

Out-of-the-box,
start today!

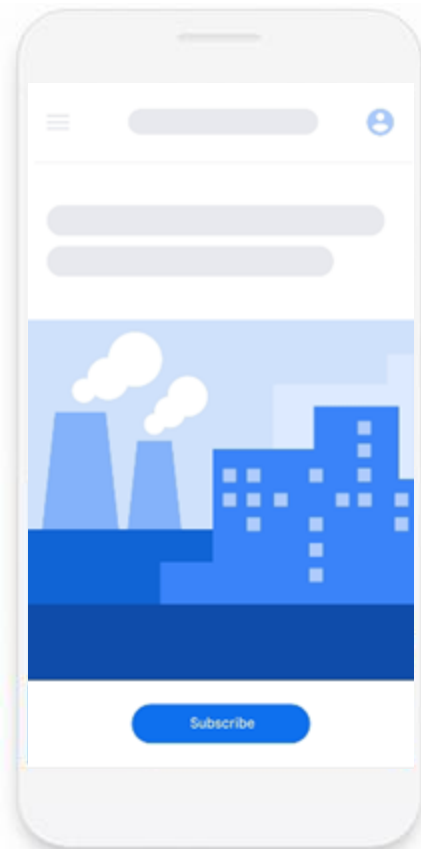
Enterprise

Fully customizable

The 3 key benefits of RRM!

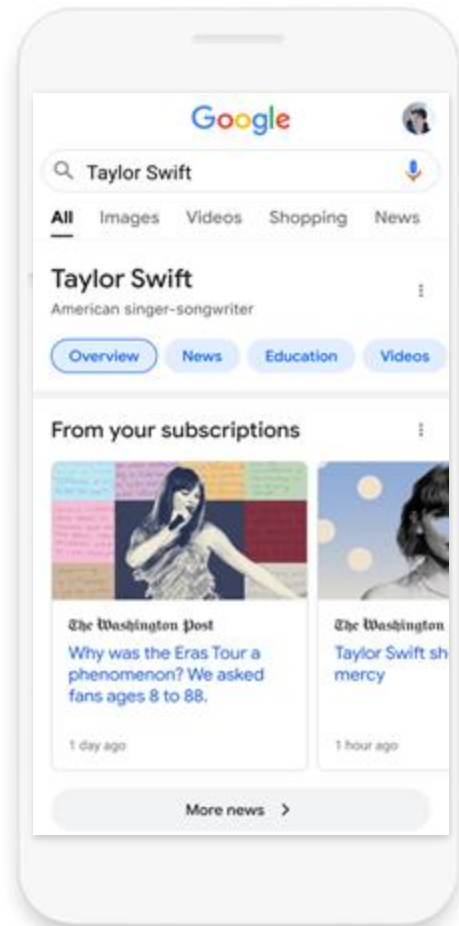
Subscribe or Contribute in just two clicks

Diversify your revenue opportunity with easy-to-implement subscription and contribution prompts that make conversion and checkout fast, secure, and friction-free.



Reach your subscribers on Google Search

Promote your subscription content on Google and remind your subscribers the value they're getting from their subscriptions.



Your customer, your data

1. Google only stores data related to financial transactions,
2. For non financial data, RRM acts as a passthrough, providing immediate access to customer data to the publisher
3. Google Analytics supported natively, and you can use any analytics platform
 - a. Impressions
 - b. Clicks
 - c. Completions



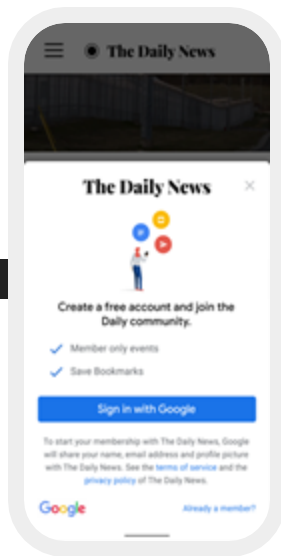
Reader Journeys



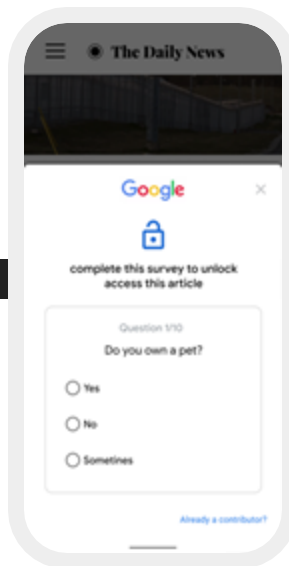
User Journey 1 - Casual reader to Subscriber



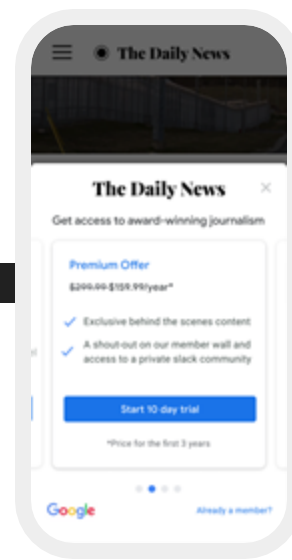
Metered Read



Registration Wall

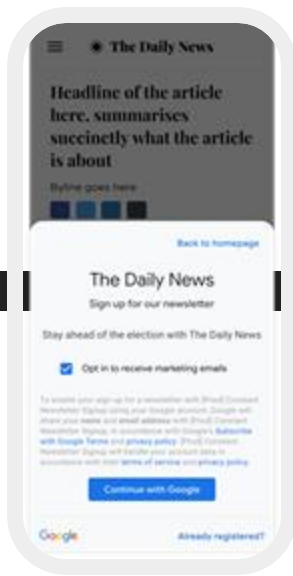


Survey

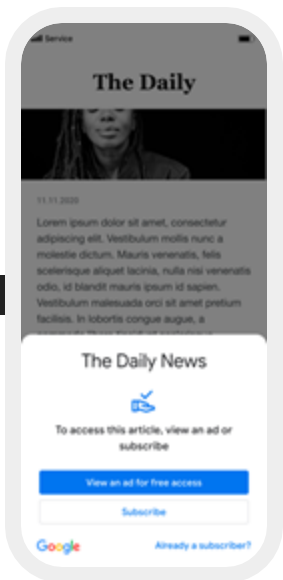


Subscription

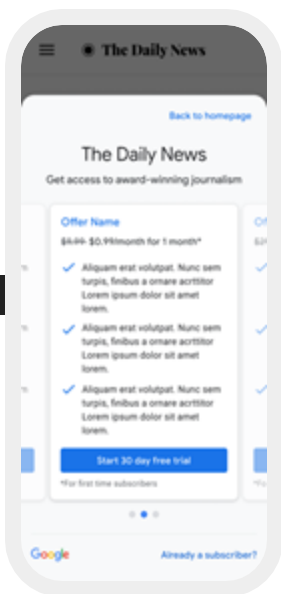
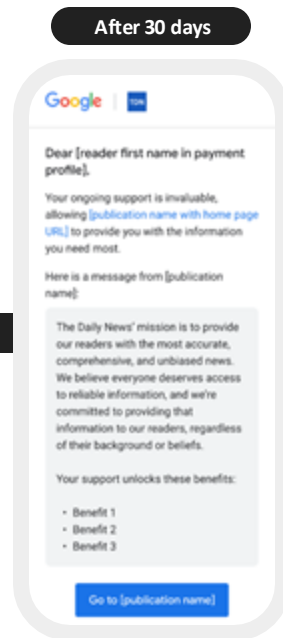
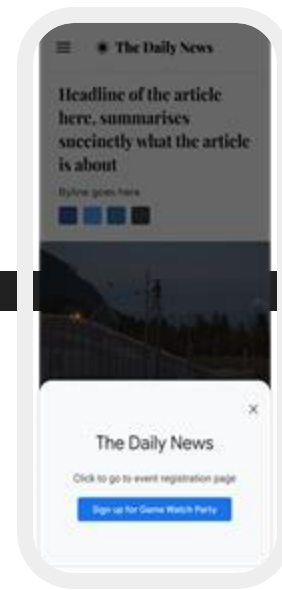
User Journey 2 - Ongoing Reader Engagement



Newsletter



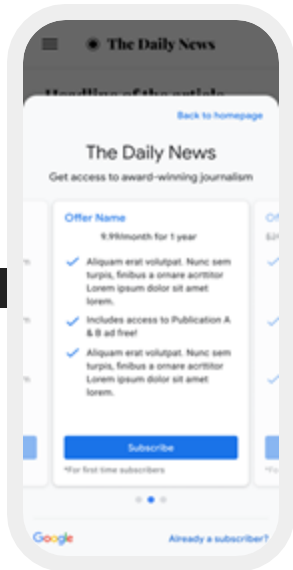
Rewarded Ad

Free Trial
(5 Step Pricing)Custom Reminder
Email

Custom CTA

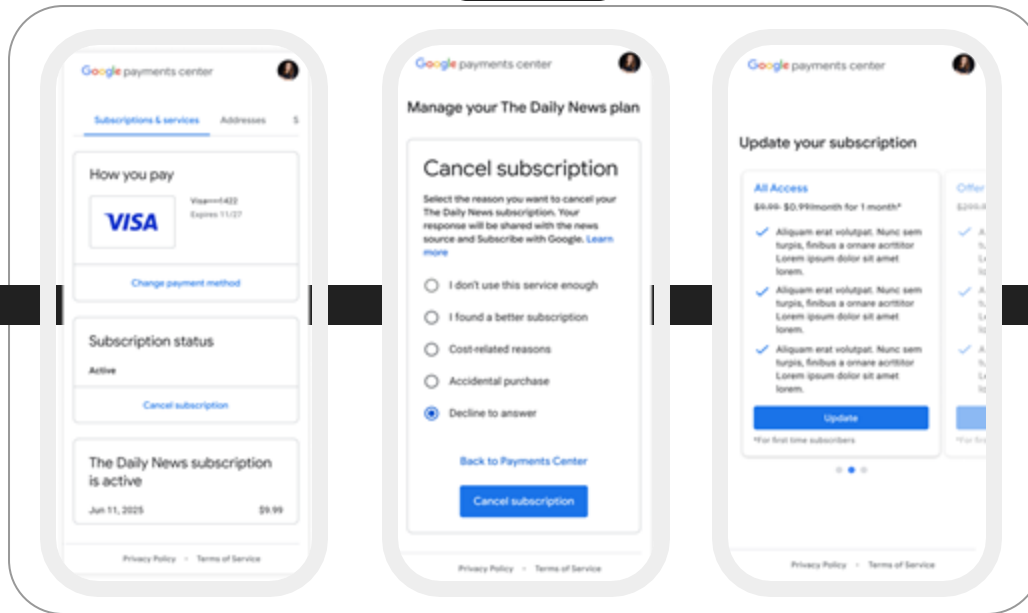
User Journey 3 - Brand Lover Retention

Session 10



Bundled Offer

Session 50

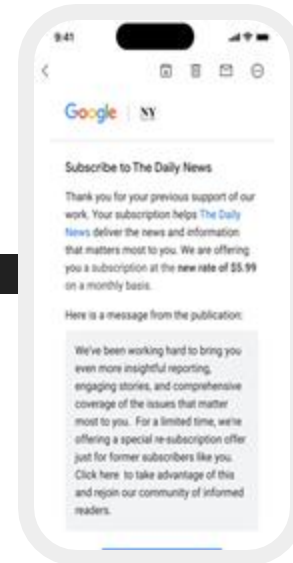


Cancellation Page

Cancellation Survey

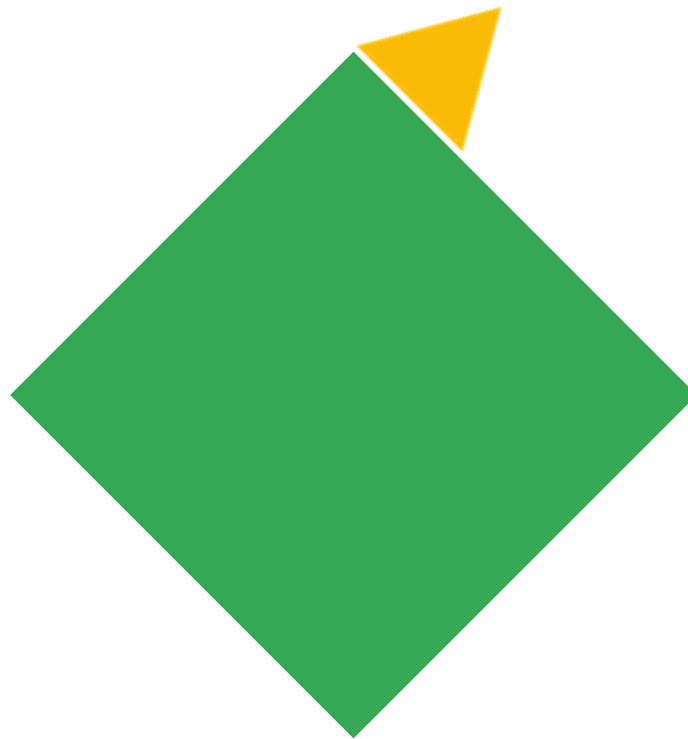
Downgrade Offers
(or Upgrade)

Future..



Winback Offers

Publisher Case Study



Over a six month period, News Corp Australia measured the impact of linking subscriber accounts with Google on driving favorable subscriber activities and outcomes.

Two cohorts were analysed to determine the impact of Google account linking:

Cohort 1: Subscribers who had linked their accounts with Google.

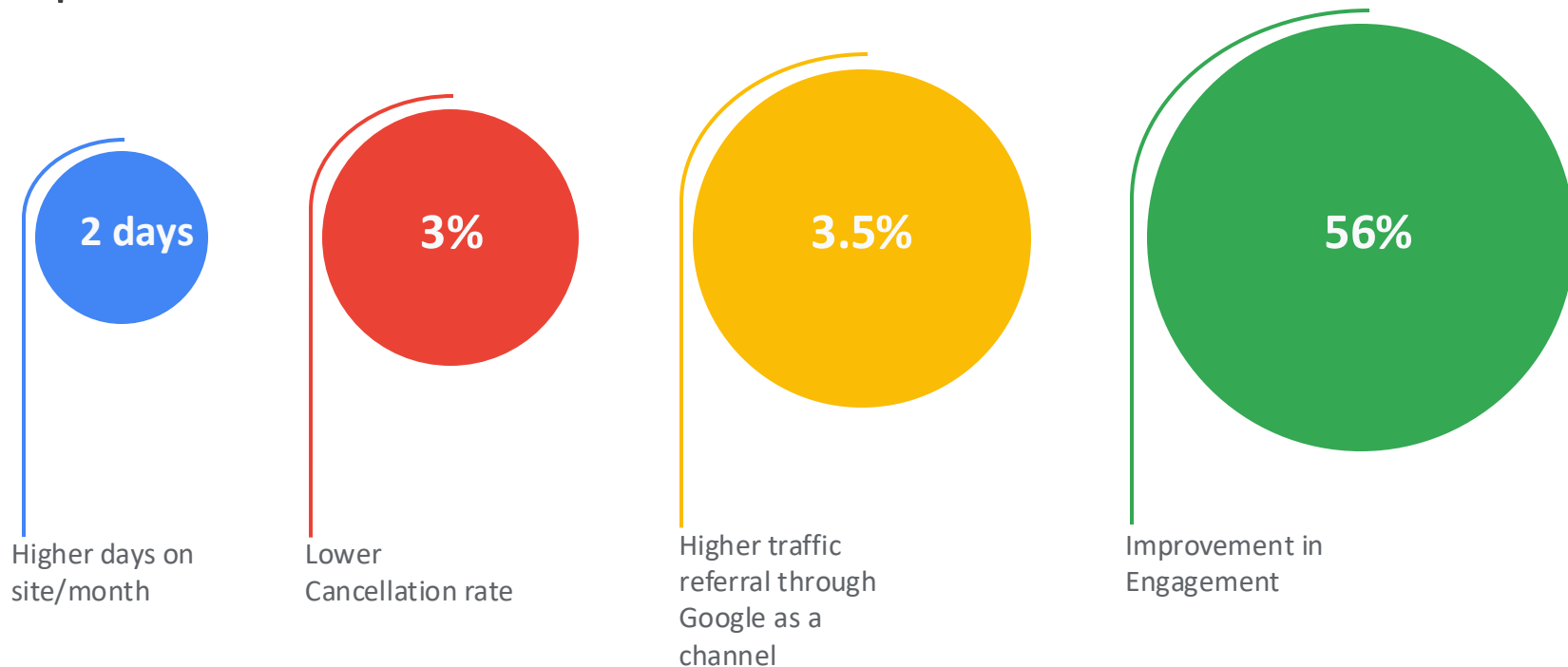
Cohort 2: Subscribers who had not linked their accounts with Google.

[Read case study](#)

News Corp



Experiment results for linked cohort



Get started now

 goo.gle/readerrevenuemanager

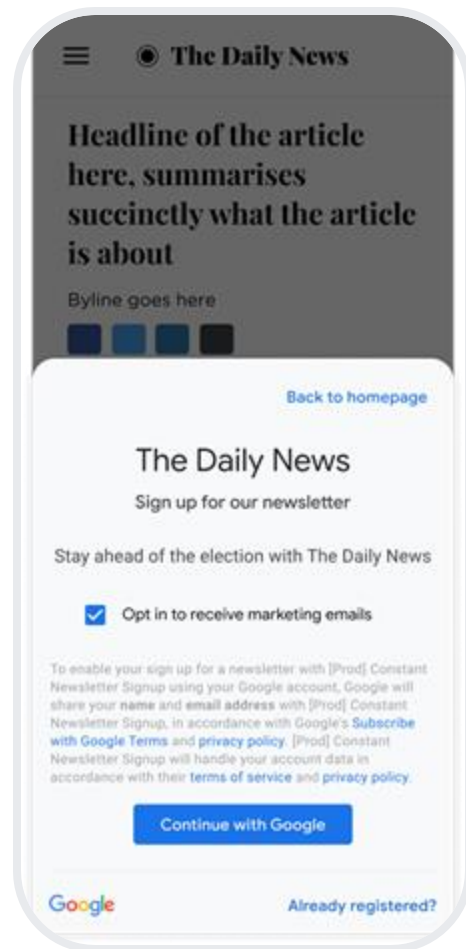


Thank you

Grow newsletters with one click - and keep your data

You own the messaging and Google facilitates conversion and email collection.

Opt in to marketing emails checkbox available to test in Q2 2025



Flexible CTA funnel

- 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

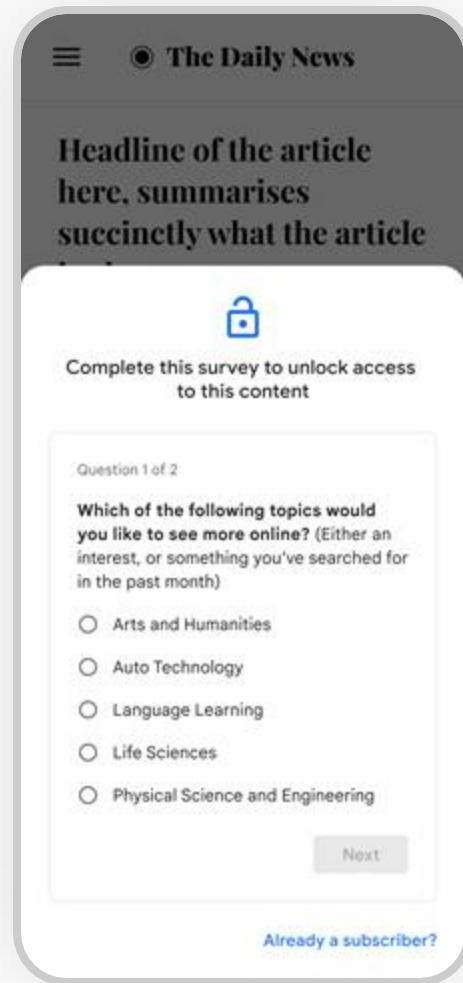
Customize call to action (CTA) interactions for your readers below

☰	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 more insights from your audience with custom surveys

Ask your readers questions and provide quick, insightful material for:

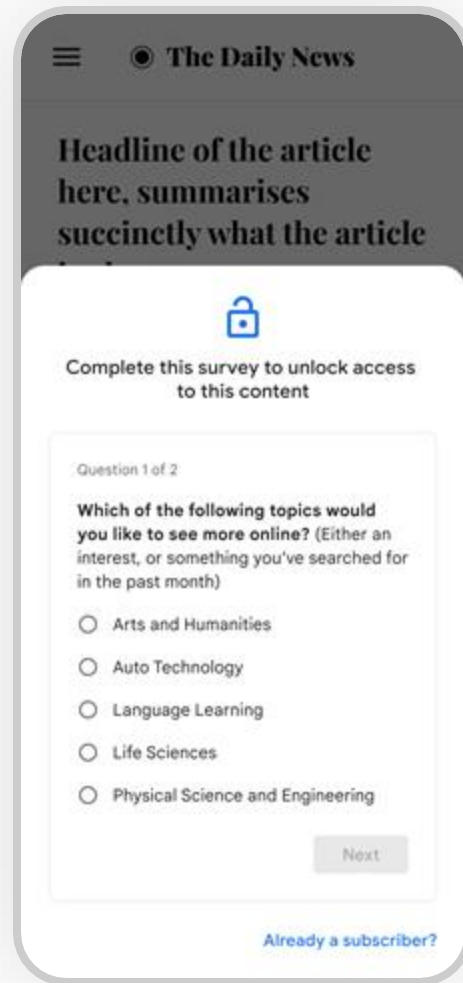
- Your journalists to create better stories
- Your product team to build a better site UX



Monetize audience data and get higher CPMs with 1P surveys

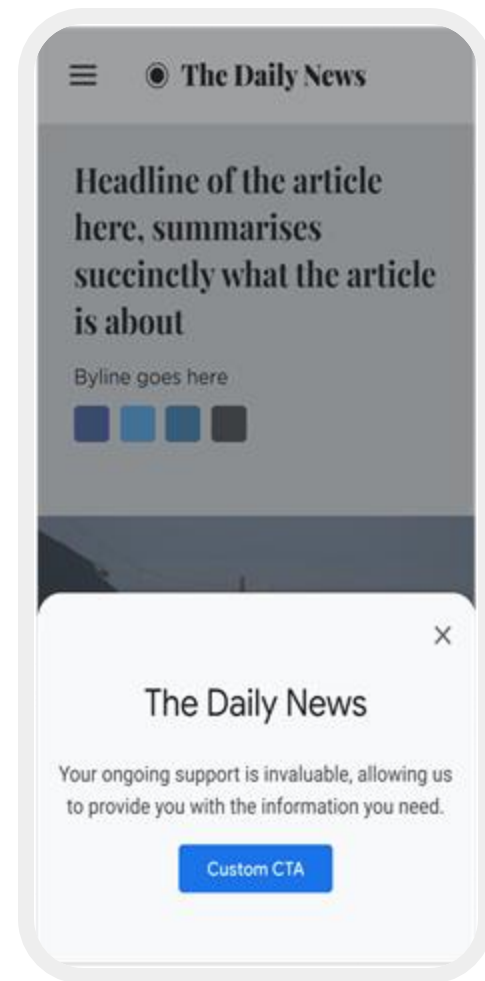
Use template surveys

- Build more robust ad targeting through privacy-safe data collection
- Generate incremental revenue through programmatic data monetization in Ad Manager
- RRM acts as a data “passthrough” and does not retain your data
- Data sent directly to Google Analytics and Ad Manager



Promote your own marketing initiatives with Custom CTA

Publishers can include their *own newsletter sign-up, site registration, payments modules*, and more using Reader Revenue Manager platform.



Customizable payment reminder emails

Publishers can include their *own* messaging for their subscribers in their local language for transaction reminder emails

Send test email

Publish

Add your message

The Daily News' mission is to provide our readers with the most accurate, comprehensive, and unbiased news. We believe everyone deserves access to reliable information, and we're committed to providing that information to our readers, regardless of their background or beliefs.

279/400

Be sure to use clear and concise language that is free of jargon and promotional language. Always follow [Reader Revenue Manager content policies](#)

Add benefits

☒ Display the list of benefits you have created for your plan

You can edit your benefits in [Content Access](#)

Google | TDM

Dear [reader first name in payment profile],

Your ongoing support is invaluable, allowing [\[publication name with home page URL\]](#) to provide you with the information you need most.

Here is a message from [publication name]:

The Daily News' mission is to provide our readers with the most accurate, comprehensive, and unbiased news. We believe everyone deserves access to reliable information, and we're committed to providing that information to our readers, regardless of their background or beliefs.

Your support unlocks these benefits:

- Benefit 1
- Benefit 2
- Benefit 3

Go to [publication name]

Segmentation and Targeting

Publishers can divide their audience into distinct groups and tailor content/messaging, leading to increased engagement, retention, and conversions.

Available to test: H2 2025

Paywalled content Open content

Your calls to action

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

[Download reader data](#) ▾

☰ ① Survey	Audience: Loyal readers ▾	Frequency: Once in 24 hrs ▾	more	⋮
☰ ② Newsletter signup	Audience: Occasional readers ▾	Frequency: Not applied ▾	more	⋮
☰ ③	Loyal readers			⋮
	Occasional readers			⋮
	First timers			⋮

⌚ Interval between CTAs: 30 minutes ▾

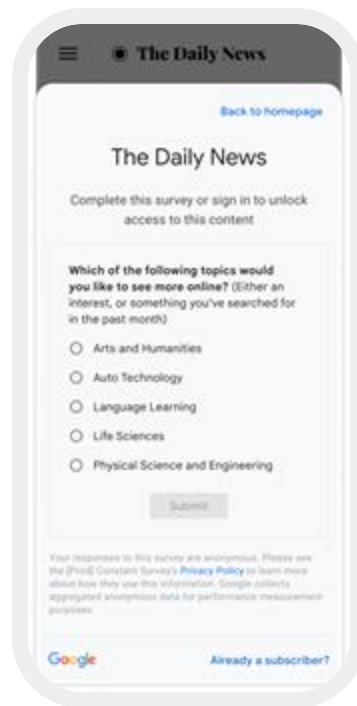
Add calls to action

 Reader registration Add	 Rewarded ad Add
Deepen reader engagement by collecting email addresses to create a free account	Lift your ad revenue by prompting your readers with a rewarded ad in exchange for article access

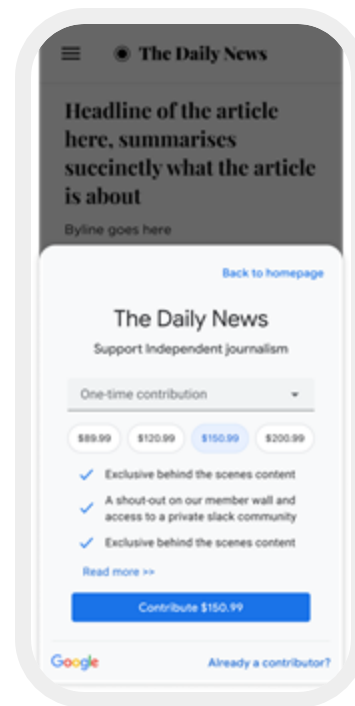
Dynamic CTAs

Maximize conversions by using machine learning to choose the best CTA for each piece of content.

Available to test: H2 2025



For x users



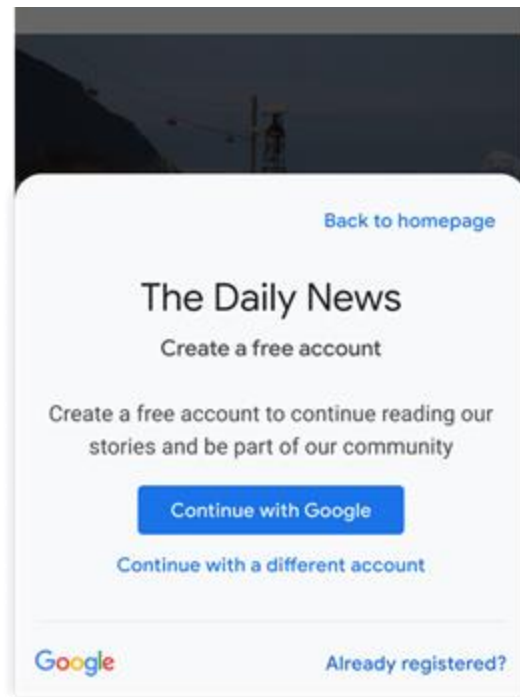
For y users

Non Gmail Sign Up to Newsletter CTA

Allows users to enter a non gmail email id to sign up for newsletters.

Publishers can use the same Google APIs to manage the extended user base, reduce cross platform management time

Available to test: H2 2025



Agenda

01 Introduction to Reader Revenue Manager (RRM)

02 Deepen Reader Engagement

03 **Unlock Reader Revenue**

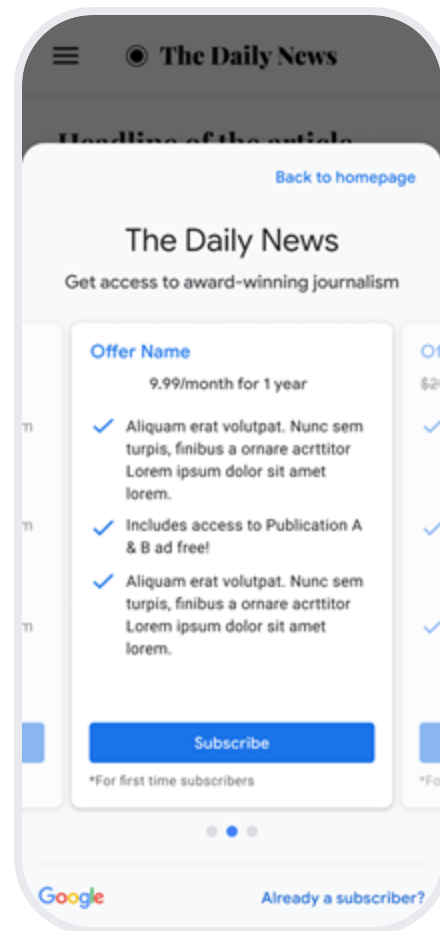
04 Manage Churn

05 Publisher Use Cases



Create subscriptions bundles across publications

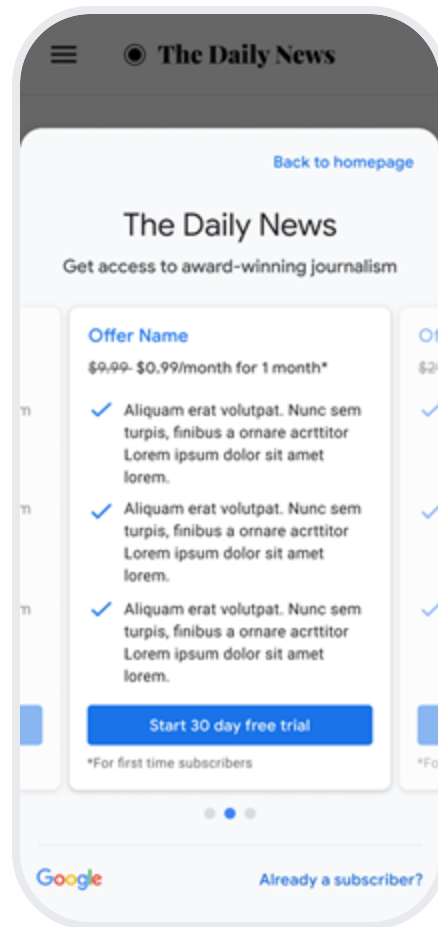
Publishers with more than one news outlet can provide packages to subscribe to more than just one site.



Attract subscribers with trials & discounts

Help your readers form a consumption habit before charging the full price

Expected availability: Q2 2025



Monetize users with Rewarded Ads

Rewarded Ads are :

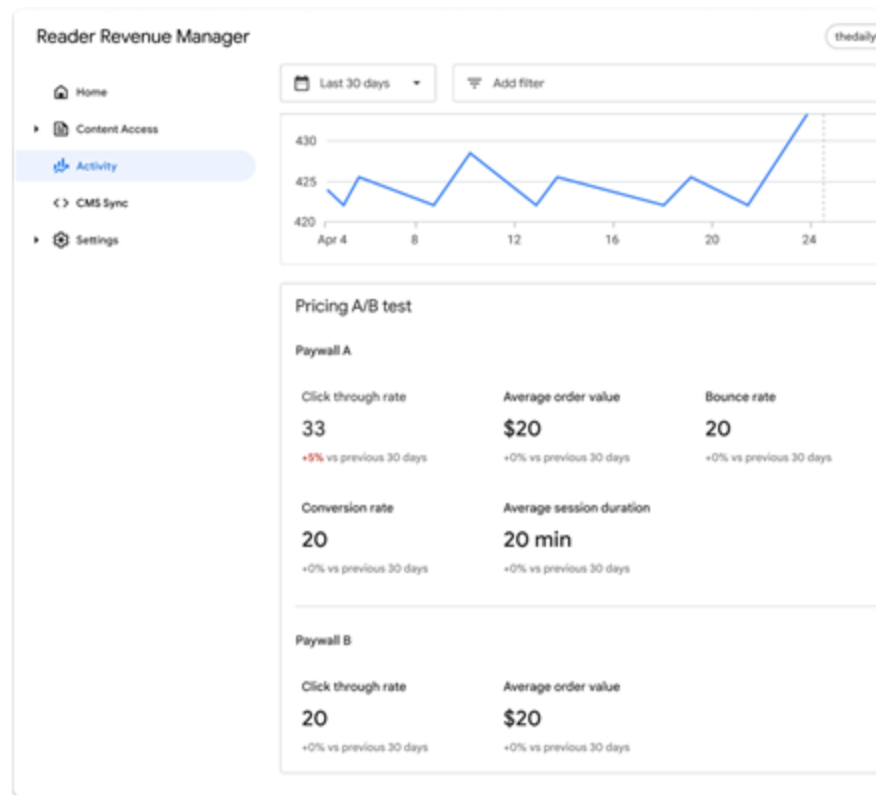
- a non-intrusive format that creates a value exchange between a publisher and a user.
- Higher CPM rates compared to traditional display ads.
- Optimized for mobile web for a great reader experience
- 4K conversions for 1 publisher in 1 quarter



A/B test your offers

Find the best offer for your customers by cohorts, and more to optimize your chances of conversion.

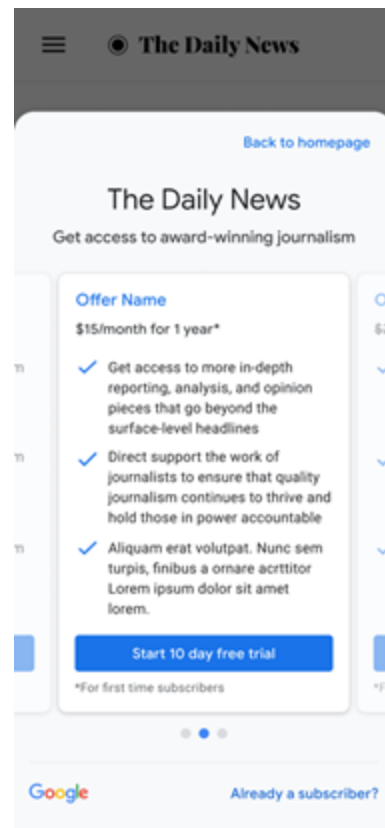
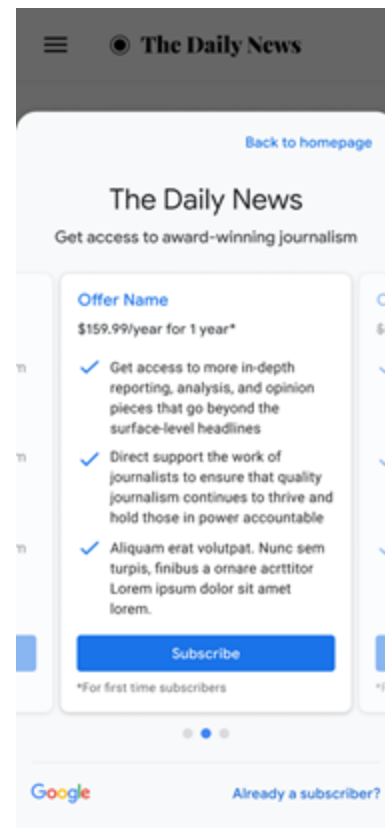
Expected availability: H2 2025



Promote the right offer to the right reader at the right time

Maximize conversions by showing different offers to different readers based on conversion propensity

Expected availability: H2 2025



Agenda

01 Introduction to Reader Revenue Manager (RRM)

02 Deepen Reader Engagement

03 Unlock Reader Revenue

04 Manage Churn

05 Publisher Use Cases



Reduce involuntary churn
caused by expired credit
cards



Find out why people unsubscribe

Available to test: Q1 2025

Cancel subscription

Select the reason you want to cancel the subscription of New York Times

- ☐ I don't use this service enough
- ☐ I found a better subscription
- ☐ Cost-related reasons
- ☐ Accidental purchase
- ☐ Other: _____
- ☐ Decline to answer

[Back to Payments Center](#) [Cancel subscription](#)

Google payments center

Manage your The Daily News plan

Cancel subscription

Select the reason you want to cancel your The Daily News subscription. Your response will be shared with the news source and Subscribe with Google. [Learn more](#)

- ☐ I don't use this service enough
- ☐ I found a better subscription
- ☐ Cost-related reasons
- ☐ Accidental purchase
- ☒ Decline to answer

[Back to Payments Center](#)

[Cancel subscription](#)

[Privacy Policy](#) - [Terms of Service](#)

Promote retention offers

Reduce subscriber churn by building retention offers into your native cancellation flow the same retention tactics for all your subscribers, regardless of acquisition channel.

Available to test: Q4 2025

