

WELT

Beyond the First Login:

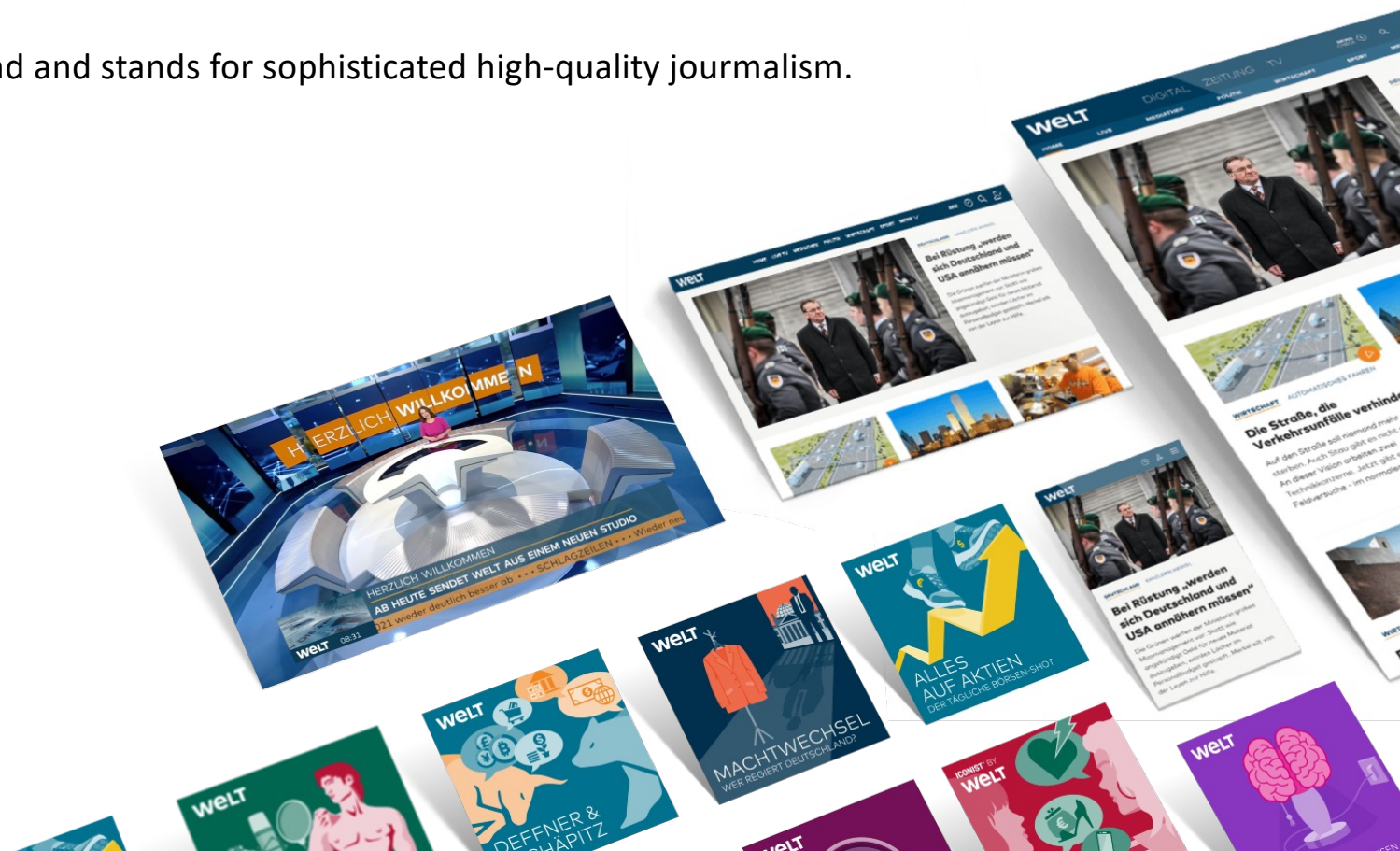
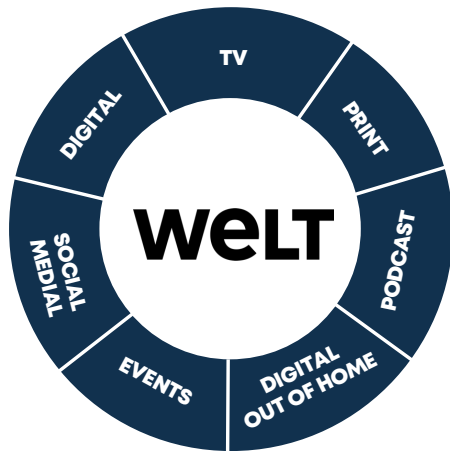
**How WELT approaches subscriber
onboarding across all channels**

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Introducing WELT

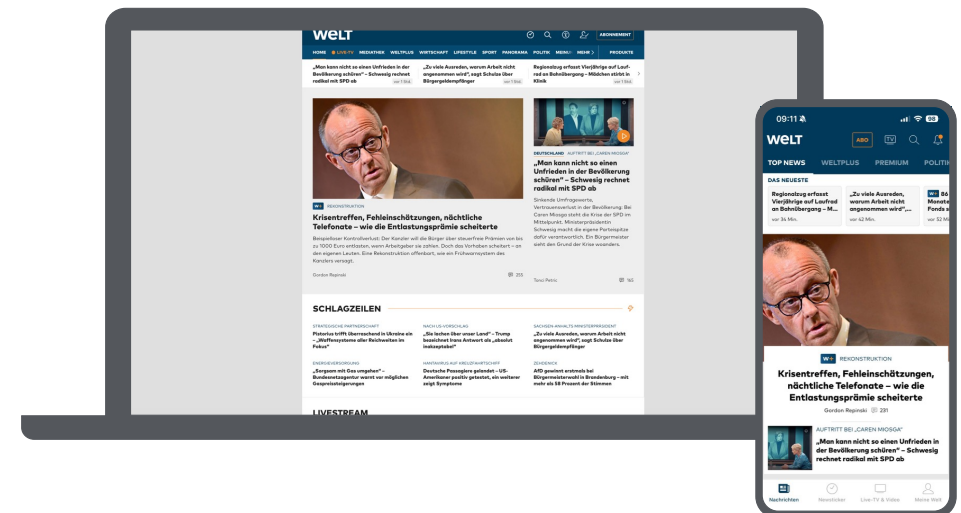
WELT in print, digital and TV

WELT is a 360-degree media brand and stands for sophisticated high-quality journalism. Founded in 1946.

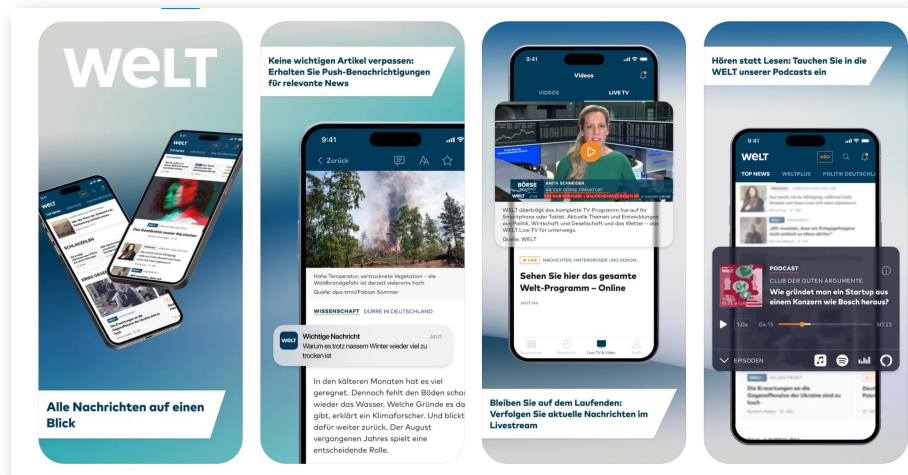


WELT Digital at a Glance

MAUs:	27.5M
Subscribers:	>200k
Gender:	44% Women 56% Men
Age:	51% aged 20-49 years
Usage:	18% Desktop 67% MEW 15% Apps



WELT Digital: Web and two different Apps

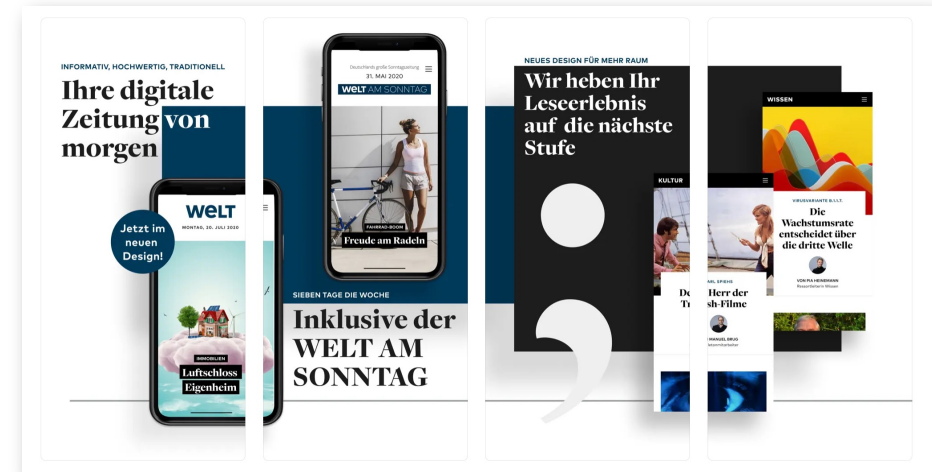


WELT NEWS APP:

- Mirrors the web appearance
- Stay informed anytime with the latest news and big stories at your fingertips.

WELT Edition:

- Premium Digital Product mirroring the print newspaper experience



Newsletter as a retention engine

22 Newsletters

- 6 Paid / 16 free
- Daily or Weekly
- Access to WELT-Community

Topics

- News & Politics
- Finance & Economy
- Health & Fitness
- Life & Culture
- Entertainment



Our Subscription Offer: WELTplus & WELTplus Premium

WELTplus

- 1 € / 4 weeks, then 13,96 € / 4 weeks
- Access to WELTplus Articles
- Access to WELT-Community

WELTplus Premium

- 1 € / 4 weeks, then 23,96 € / 4 weeks
- All benefits of WELTplus
- Access to ePaper
- Access to Editions app
- Ad-Free



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Sie haben bereits ein Konto?

Alle Hintergründe. Alle Inhalte. Alles von WELT!

Wählen Sie das Angebot, das zu Ihnen passt.

WELTplus	WELTplus	WELTplus Premium
3,49 € / 4 Wochen Jederzeit kündbar	~~181,40 €~~ 129,99 € / Jahr Nach 1. Jahr jederzeit kündbar	5,99 € / Woche Jederzeit kündbar
JETZT FÜR 1 € TESTEN →	JETZT 28% SPAREN!	JETZT ABONNIEREN
✓ Unbegrenzter Zugang Artikel auf welt.de + WELT News App ✓ Jederzeit kommentieren Werden Sie Teil der WELT-Community ✓ Exklusive Newsletter Das Beste von WELTplus	✓ Unbegrenzter Zugang Artikel auf welt.de + WELT News App ✓ Jederzeit kommentieren Werden Sie Teil der WELT-Community ✓ Exklusive Newsletter Das Beste von WELTplus	✓ Alle Vorteile von WELTplus Alle Inhalte, Community, Newsletter ✓ Alle WELTplus-Zusatzinhalte Experten-Pässe, Edition, ePaper ✓ Ohne klassische Werbung Geräteübergreifend

Masterclasses as a Premium content. Available via standalone payment (PPV) or with WELTplus Premium

AI-Masterclass:



Other Topics: Caretaking | Longevity | Investments | Fasting | AI

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ONBOARDING AT A GLANCE

WEB ONBOARDING

- A guided web experience helps new subscribers discover key product features
- Serves as the first step in a broader cross-channel onboarding journey
- Focuses on high-impact actions such as app adoption (Slide 2) and newsletter discovery (Slide 3)

48%
started the
onboarding journey

35%
continued through
the onboarding flow

26%
explored our
newsletter
offering



APP ONBOARDING

- A simple three-step journey introduces subscribers to the most engaging app features
- Encourages recurring product usage from day one
- Combines product orientation with community and newsletter activation
- Supports the transition from subscription purchase to active product usage



44%
of users continued
from the welcome
screen to the next
step



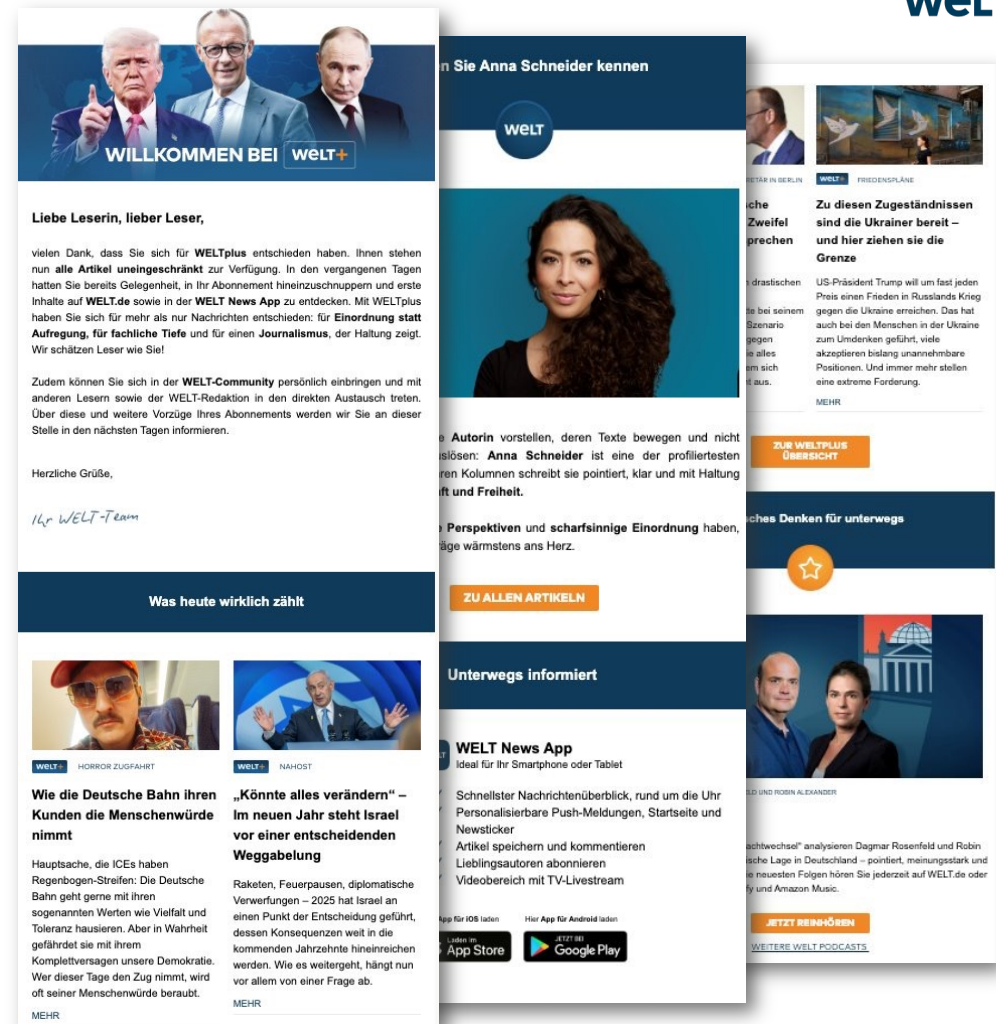
41%
progressed from
Community to
Newsletter discovery



17%
actively explored the
newsletter portfolio
directly

MAIL ONBOARDING

- Subscribers receive a structured onboarding experience during their first week
- The journey introduces subscribers to multiple aspects of the WELT ecosystem
- Content recommendations are complemented by content, newsletters, community features, authors and product benefits
- The goal is to move from initial intent to broader product adoption
- After 32 days, subscribers receive a survey



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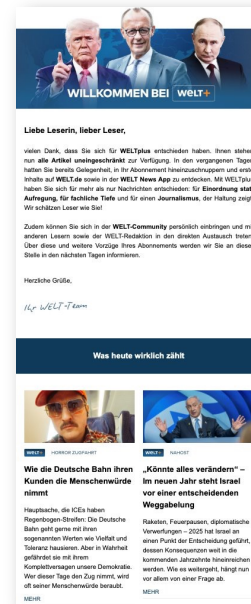
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WHAT DIDN'T WORK

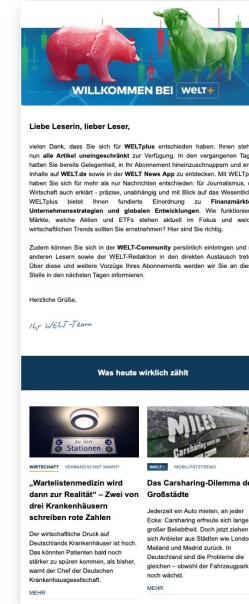
TEST: PERSONALIZED JOURNEY

Hypothesis

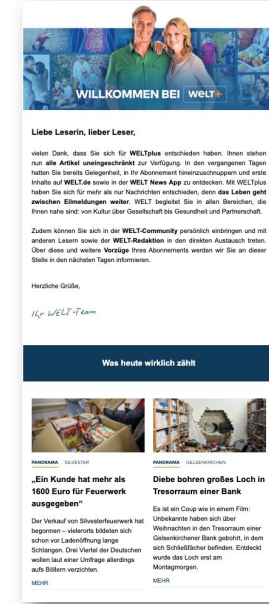
- Subscribers are most interested in the topic that drove their conversion
- A personalized onboarding journey should therefore increase engagement
- Relevance from day one should lead to stronger activation and retention



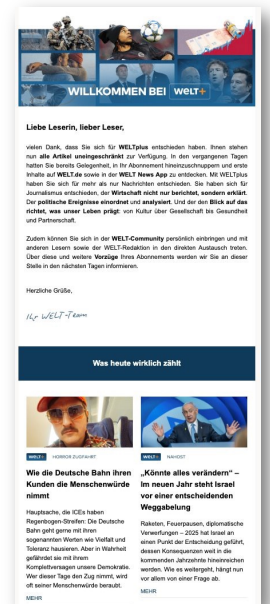
Politics



Economics



Lifestyle



General

LEARNING: PERSONALIZED JOURNEY

Subscribers subscribe through one interest — but stay for many.

- Acquisition context alone is not enough to understand subscriber interests
- The conversion trigger captures only one moment of subscriber intent
- Subscribers engage with a broader range of content than expected

Generic outperformed
personalized



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WHAT WORKED

PRODUCT SPECIFIC ONBOARDING

Every new product experience creates a new onboarding opportunity.

- Existing subscribers still need onboarding when discovering new products
- **Product-specific onboarding** creates highly relevant engagement moments:
 - PPV-Onboarding: Helping users quickly access and activate the content
 - Upgrade Onboarding: Introducing newly unlocked benefits

	Subscription Onboarding	PPV-Onboarding
Open Rate	53.7%	68.1%
Click Rate	5.2%	29.3%

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WHAT'S NEXT

Next Steps

- **Expand onboarding** beyond the initial subscription
- **Smarter Personalization** (Product and Interest)
 - Move beyond acquisition context as the primary signal
 - Combine purchase behavior, engagement patterns and content consumption
- **Apply omni channel CRM** (with new tech stack)
- **Introduce games** as a retention driver

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Thank you!

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