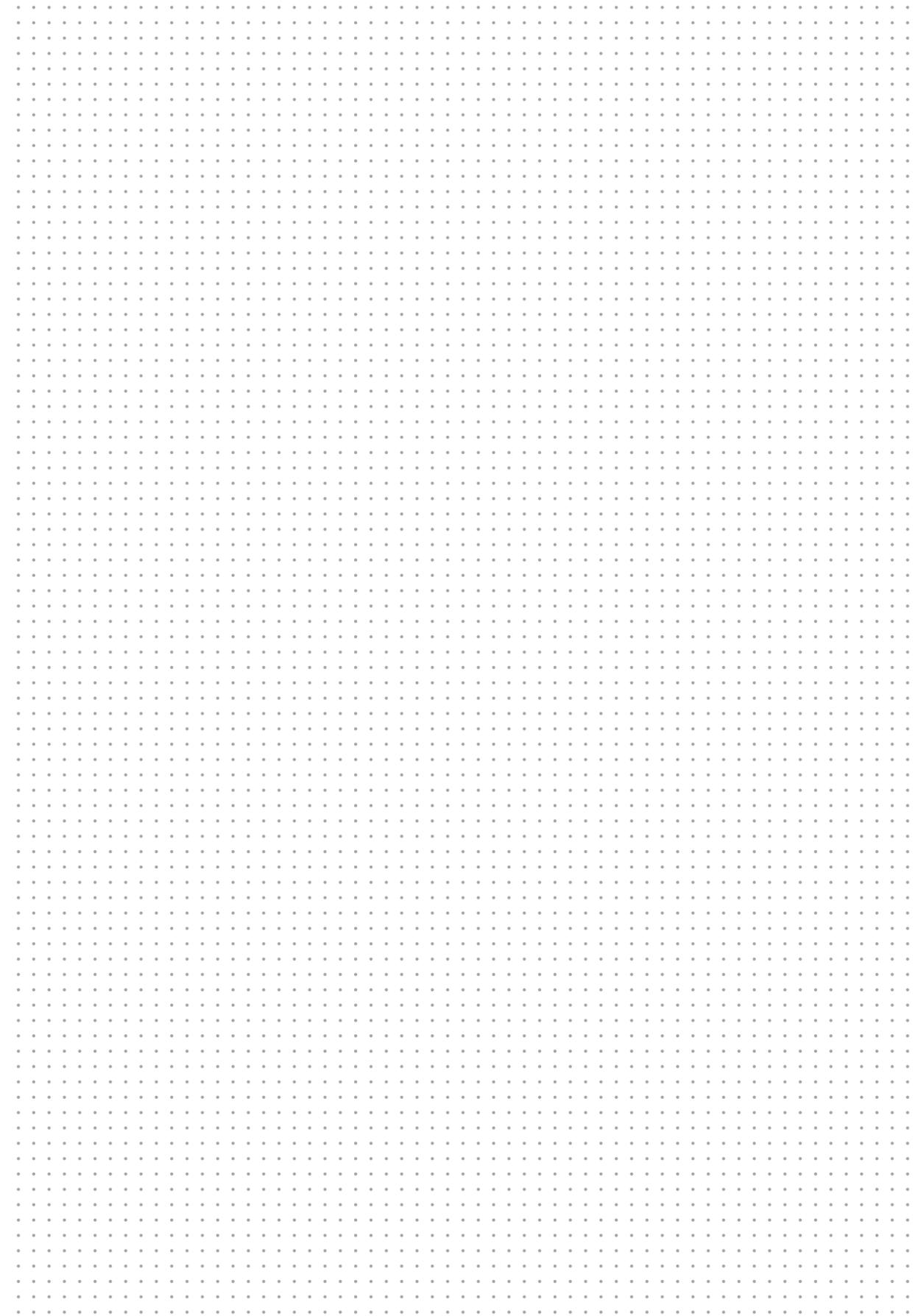


piano | **INSIDER**

How Insider Turbocharged Subscription KPIs with Piano

One of the world's most popular and influential news brands increased engagement, memberships and revenue through a strategy fueled by Piano's platform and services.



Overview

Challenge

Results

What's Next

Originally founded in 2007 as Silicon Alley Insider, Insider provides actionable, high-value news and deeply informative content for ambitious professionals across dozens of industries. Based in New York City, the digital-only publication was purchased by German-based Axel Springer in 2015 and has become a major player in media.

Since the September 2017 launch of Insider's subscription product on Piano, the publisher has continued to build on its paid offerings while reaching new audiences. Insider had already experienced success with the platform and seen compelling increases in conversion rates and subscriptions. However, the brand knew they could achieve even more.

1640% growth in
revenue per month

1459% growth in new
subscribers per month

2069% growth in total
active subscribers

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Challenge

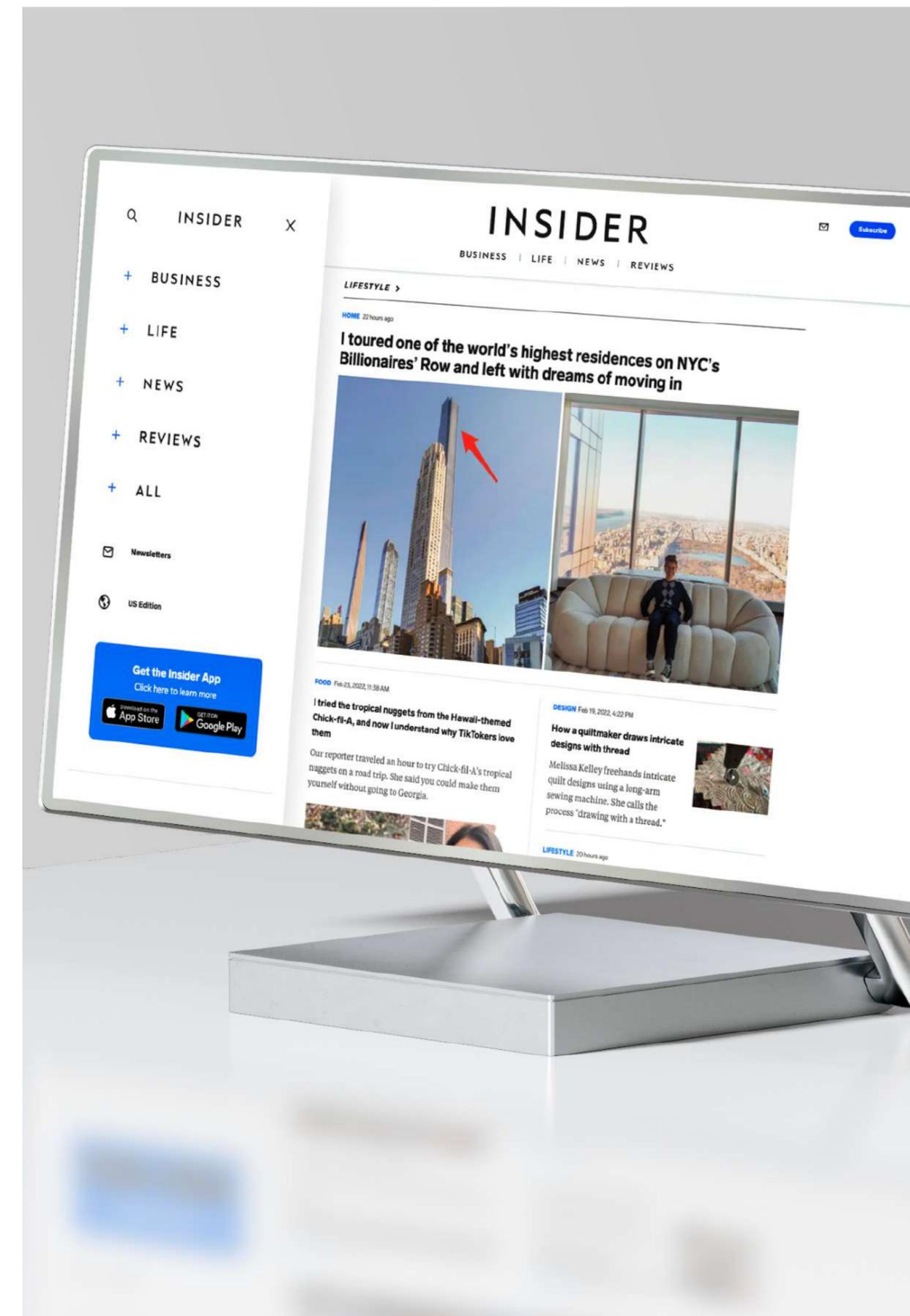
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As Insider's subscription product matured, the brand needed to stay nimble, ensuring they could accommodate quick changes to offers and messaging while gaining better insight into the users who were most likely to convert to a paid subscription. They also sought deeper knowledge about creating successful subscription offers through A/B testing methodologies, from defining tests to advanced results analysis.

Given how successful they were in the first two months of using Piano, they placed a bigger bet on the platform's capabilities. In April 2018, Insider engaged Piano Strategic Services for expert guidance around testing, launching and analyzing user behaviors to get better insight into the content, messages and pricing structures that lead to conversion. They also collaborated to test subscription offer construction, pricing, registration sequencing and other touchpoints.

Part of the partnership with Strategic Services led to early adoption of Likelihood to Subscribe (LtS), a propensity model that gives brands the power to predict the users most and least likely to convert and the support to build unique conversion journeys accordingly. LtS allowed Insider to target users based on their likelihood of conversion, to personalize their onsite experience — all while putting different offers in front of different users at different points of their conversion journey.



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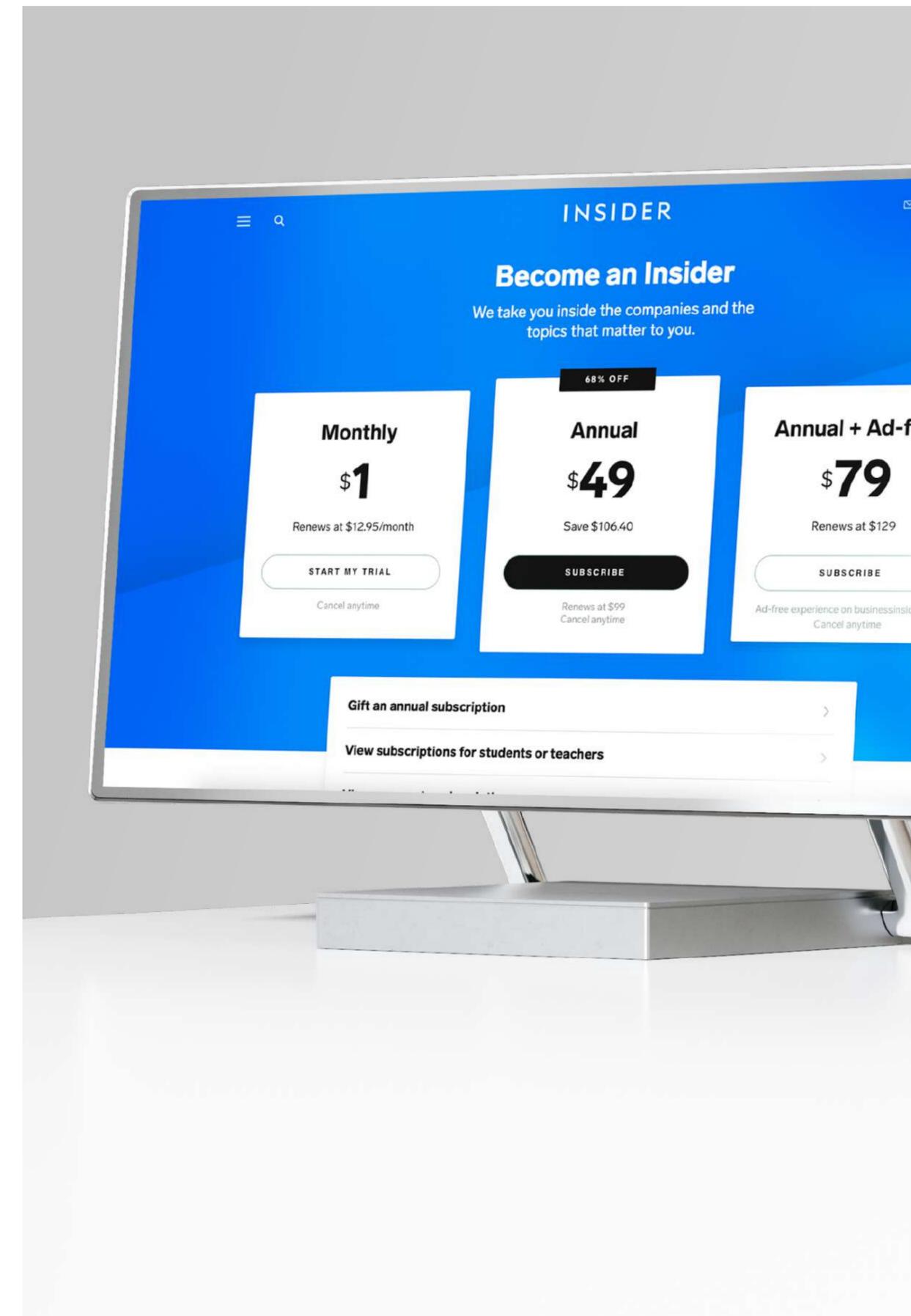
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Insider shifted its premium offering based on best practices and strategic solutions offered by Piano. Rather than maintaining the status quo with the original paid offer—exclusive business stories at \$1 for the first month and \$12.95 every month thereafter—they expanded to monthly, annual and ad-free, two-year memberships.

Between April 2018 and November 2021, Insider has seen a significant 1640% growth in revenue per month, 2069% growth in active subscribers and 1459% growth in new subscribers per month. They accomplished this by introducing:

- Bespoke analysis performed by Piano's strategists, data scientists and analysts to identify trends and behavioral patterns and evaluate results with statistical significance to make informed decisions around use cases, prioritization, pace and value per test.
- Continuous split testing on CTAs, pricing, design and UX, modifying variants for subsequent tests based on specific outcomes. For example, they've used split and A/B testing in campaigns for Black Friday and Cyber Monday.
- An editable template system to promote Insider's offerings with micro-conversion capabilities to track visitor behavior.
- Paywall management to help make transactions seamless across Insider's site.
- LtS and LtC propensity modeling within Piano Composer to predictively understand users likely to subscribe or churn.



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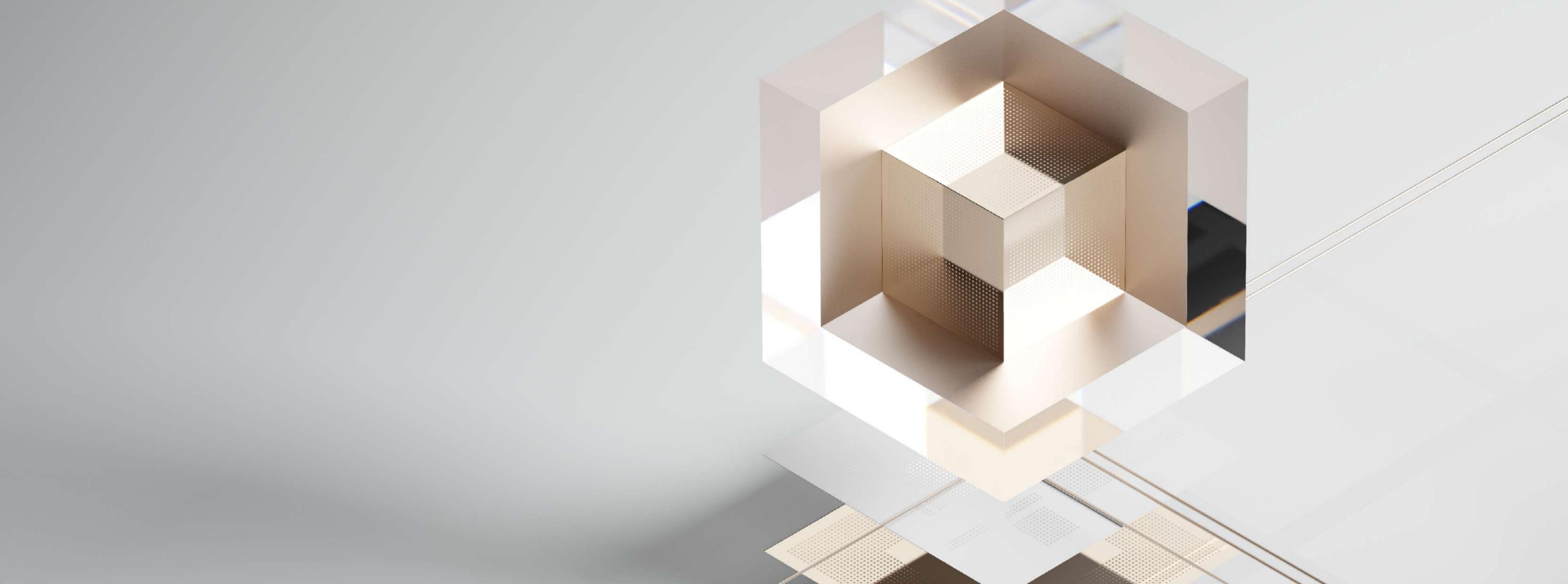
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The success and longevity of the Insider-Piano partnership all comes down to trust, teamwork and transparency. Insider turned to the Piano Strategic Services team for design resources, optimization solutions and pricing structures and smarter ways to target user segments. All of this helped Insider build successful and efficient solutions while also saving on the cost of internal resources.

Insider continues to make their site more sophisticated through evolving experimentation and optimization efforts. That includes more granular targeting and messaging improvements to help reduce churn, as well as exploring new ways to scale.

“Piano provides a fast, reliable testing process. Between the platform, resources, and analysis we receive white-glove service. Piano is just as eager as Insider to find new learnings and move our subscription product forward. We have an extensive testing roadmap ahead of us and we can rely on Piano to help execute the strategy,” said Vanessa Blaber, VP Acquisition at Insider Inc.





ABOUT PIANO

Piano's Digital Experience Cloud empowers organizations to understand and influence customer behavior. By unifying customer data, analyzing behavior metrics and creating personalized customer journeys, Piano helps brands launch campaigns and products faster, strengthen customer engagement and drive personalization at scale from a single platform. Headquartered in Philadelphia with offices across the Americas, Europe and Asia Pacific, Piano serves a global client base, including Air France, the BBC, CBS, IBM, Kirin Holdings, Jaguar Land Rover, Nielsen, The Wall Street Journal and more. Piano has been recognized as one of the fastest-growing, most innovative technology companies in the world by World Economic Forum, Inc., Deloitte, American City Business Journals and more.

For more information,
visit piano.io