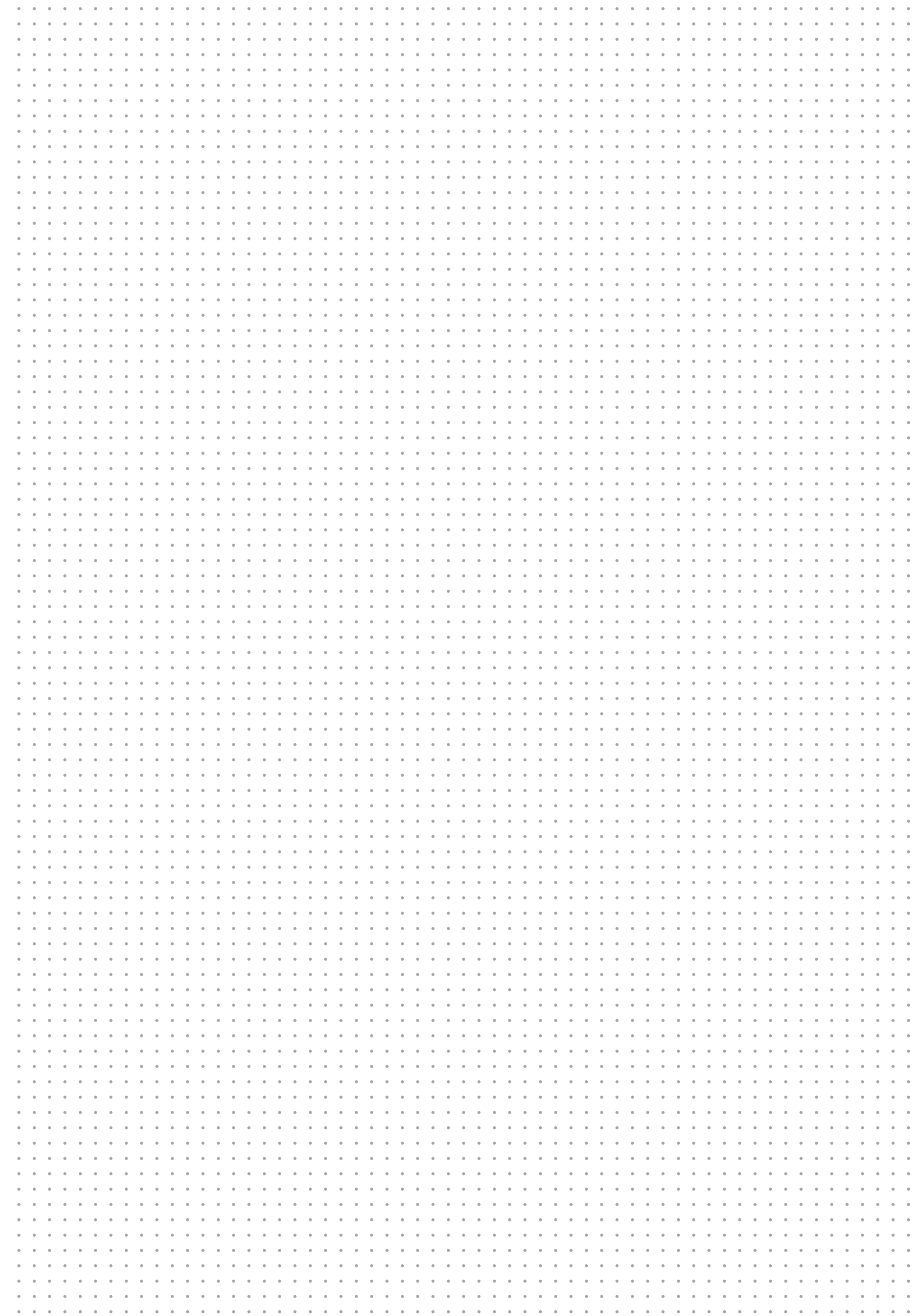




How El Mundo optimized
its dynamic paywall through
advanced segmentation



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First published in 1989, El Mundo is the second largest daily printed newspaper in Spain. It runs a series of publications including Marca, a national covering daily sports and Expansión, an economic and business publication. As the first Spanish national media publication to successfully implement a paywall in 2019, it is now migrating the paywall to its Expansión website.



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As the first Spanish media publication to launch a paid subscription, El Mundo was facing a market where paid content and subscriptions were still nascent. Most Spanish publications still operated on an advertising-funded model and readers were unwilling to pay for online content. Moreover, they have a wide readership in other Spanish-speaking countries across Central and South America, therefore it was important for them to understand these users as well.

El Mundo needed a solution that would help them understand their audience and segment readers into different groups. This would allow them to test pricing options as well as different user experiences and packages until they found the ideal combination.



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El Mundo worked with Piano on segmenting their audience and developing a dynamic paywall. This gave them the flexibility to target different reader groups with tailored strategies.

1. Testing different subscription packages

In a market where subscriptions are still gaining traction, El Mundo needed to understand the ideal price point and subscription package that readers were willing to pay for. This meant exploring different approaches to convince both new and existing readers to pay for content that they could previously access for free.

To begin with they tested out different pricing strategies by offering readers a 24-hour subscription pass next to the monthly and annual plans. The aim was to coax readers with a free offer before convincing them to pay for longer offers. Unfortunately this didn’t work, so they stayed focussed on persuading readers to go for the monthly and annual plans.

El Mundo then began testing different types of payment plans from daily passes to monthly and annual. Using a “freemium” model where the newsroom chooses what content should be behind the paywall, the site has set up two subscription plans: monthly and annual. However, with their main goal being to boost subscriptions, they also deploy decoy offers to entice readers into a two year plan, making the monthly and annual offers seem more attractive. To further boost subscriptions, they also run aggressive offers aimed at increasing the portfolio of annual subscribers.

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subscription packages

Engaging Latin
American readers

Optimizing pricing and subscription
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2. Engaging Latin American readers

With a diverse audience spanning different Spanish-speaking regions and economic backgrounds, it was vital for El Mundo to tailor their monetization approach.

They began by targeting readers that had already provided personal information by logging into the site. They then created scaled offers aimed at Latin American readers.



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3. Optimizing pricing and subscription offers through segmentation

Once they had gained a decent awareness of their reader base, El Mundo needed to find the optimum approach to their pricing and subscription offers.

- Advanced segmentation

By using Piano’s segmentation capabilities, they were able to better understand their readers’ preferences across regions and optimize their pricing strategy accordingly. Piano’s **Likelihood to Subscribe** (LtS) propensity modeling was used to split audiences into segments, which allowed them to test pricing, experiences, and packages until they found the right mix.

- Attracting readers from different areas of the site

As well as the standard paywall, El Mundo applied their LtS dynamic experience to other parts of their site to attract subscribers. Based on a reader’s profile, they have been able to target potential customers from their home and premium pages with specific offers displayed on the page footer.

- A/B testing available to all teams

Despite having a dedicated UX team and other tools to test areas of their website, it was a huge bonus for the business and product management team to be able to carry out independent A/B tests based on their specific needs. This gave them the autonomy to launch experiences in minutes and make informed decisions and transform their ideas into direct actions without the need for help from sales and other teams.



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Once Piano’s technologies had been implemented, all teams involved in optimizing the subscription offer were able to leverage their relevant data and manage the platform with ease.

• **Introducing a loyalty scheme**

To show their loyal users the added advantages of subscribing to El Mundo, they are introducing campaigns to retain users and prevent churn. They already have experiences for churn users, but will now focus more on onboarding and demonstrating the value of the offer. This will be aimed specifically at users who buy into the monthly trial at €1 but have the highest churn rate.

• **Personalizing the user experience**

To tailor their offer even further, El Mundo intends to leverage content recommendations to improve the overall subscriber experience. So far, they have done a lot of work on acquiring new subscribers and they now aim to focus on their wide range of different users and journeys. Piano’s intelligent LtS algorithm not only allows them to carry out more advanced analysis and targeting, but optimize their internal resources.



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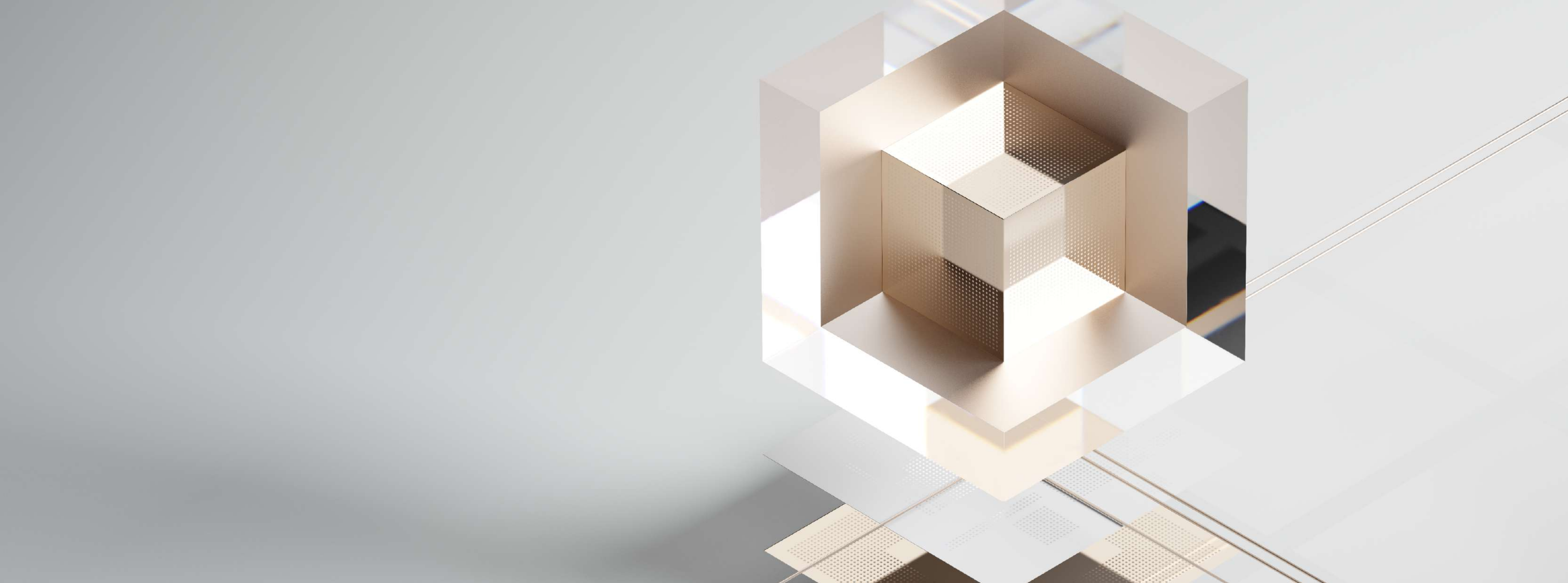
Results

By working with Piano, El Mundo has implemented a highly successful dynamic paywall and has considerably boosted its international reader subscription base. The publication has **surpassed 90,000 subscriptions**. Their subscribers favor annual terms, with over **70% committing to a yearly subscription**, over other shorter term options.

The success has been bolstered by the power of Piano’s offering as well as the expert strategic services on hand. By providing a dedicated consultant who already had extensive experience solving the challenges of media outlets, Piano were able to provide ongoing strategic advice and guidance through roadmaps as well as the sharing of benchmark data from Piano’s range of media clients.

Based on their success, El Mundo are applying the same approach to their economic and business site, Expansión.





ABOUT PIANO

Piano 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.

Request a [demo](#) to find out more about how you can transform your media subscription offer with Piano.