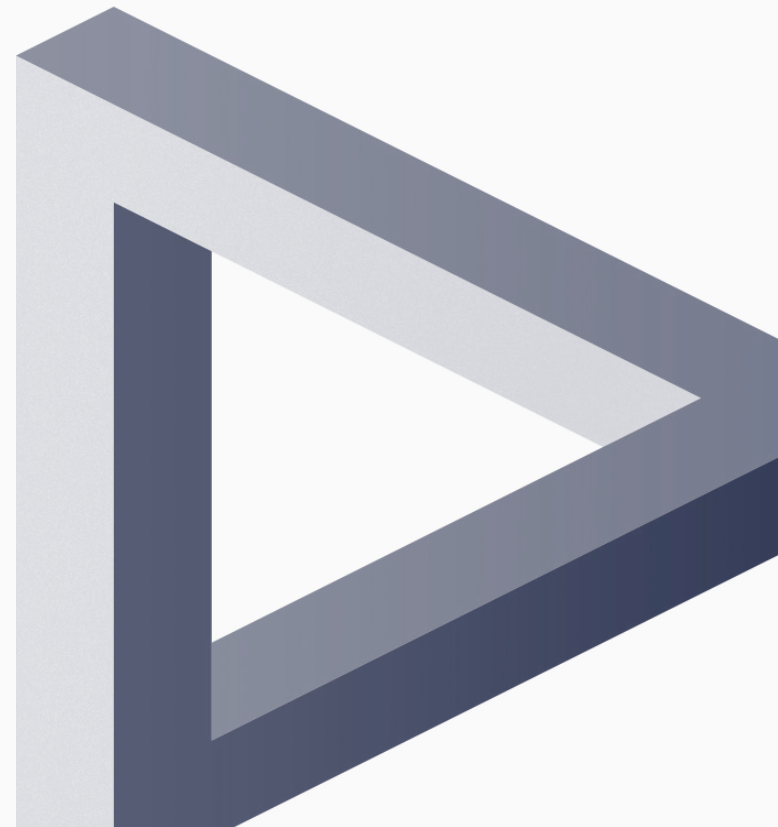
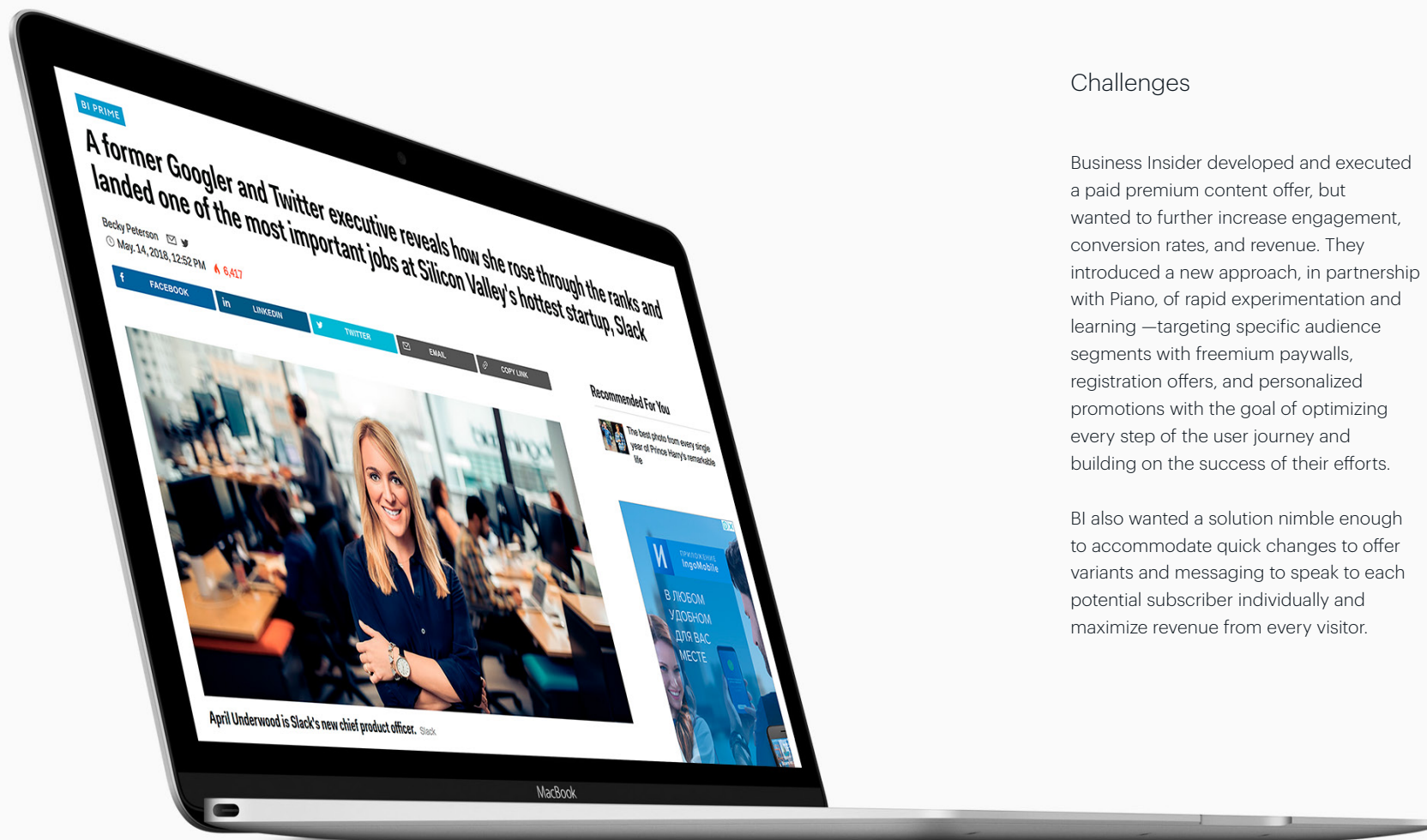




## Business Insider

The Paywall Optimization Strategy that led to increased engagement, subscriptions, and revenue for the world's largest online business news site.





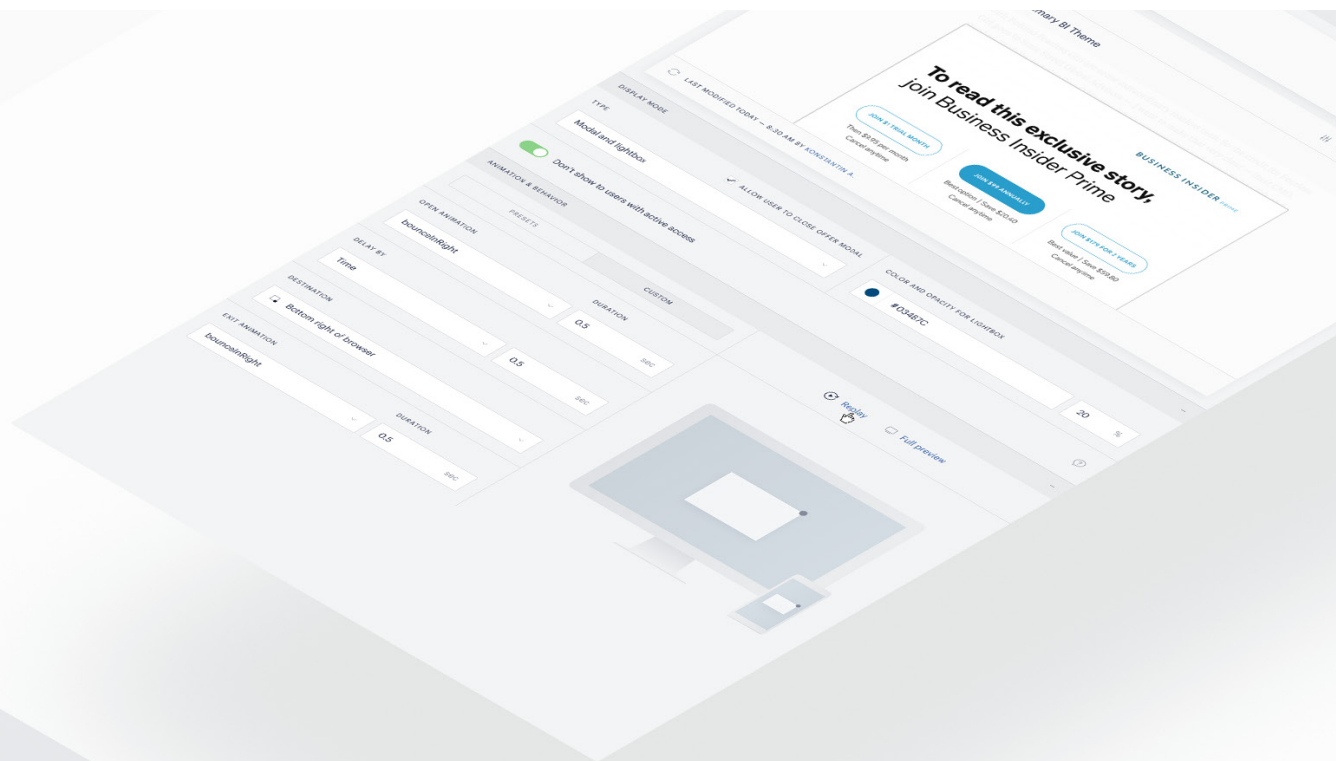
## Challenges

Business Insider developed and executed a paid premium content offer, but wanted to further increase engagement, conversion rates, and revenue. They introduced a new approach, in partnership with Piano, of rapid experimentation and learning —targeting specific audience segments with freemium paywalls, registration offers, and personalized promotions with the goal of optimizing every step of the user journey and building on the success of their efforts.

BI also wanted a solution nimble enough to accommodate quick changes to offer variants and messaging to speak to each potential subscriber individually and maximize revenue from every visitor.

## The solution

Using Piano's Composer and VX tools, BI and Piano collaborated to develop a paywall optimization strategy focused on revenue generation and driving long-term subscription growth. Post implementation, BI was able to:



## Test and optimize

Perform split testing on CTAs, pricing, design, and UX and quickly modify variants for subsequent tests based on specific outcomes. For example, BI now had to the ability to split test CTAs such as "Join BI PRIME" vs "Subscribe to BI PRIME" and subscriber benefits such as "You saved \$20.40" and "Cancel anytime" to track success.

## Own the creative

Implement a new, editable template system to promote BI's offerings with micro conversion capabilities to track visitor behavior.

## Improve conversions

Provide new users with 24-hour “guest pass” access - allowing them to sample high-quality Prime articles - and re-target non-subscribers who tried a guest pass. Using predefined parameters based on user behavior, BI could then determine when guest pass offers should be shown to increase the chances of conversion.

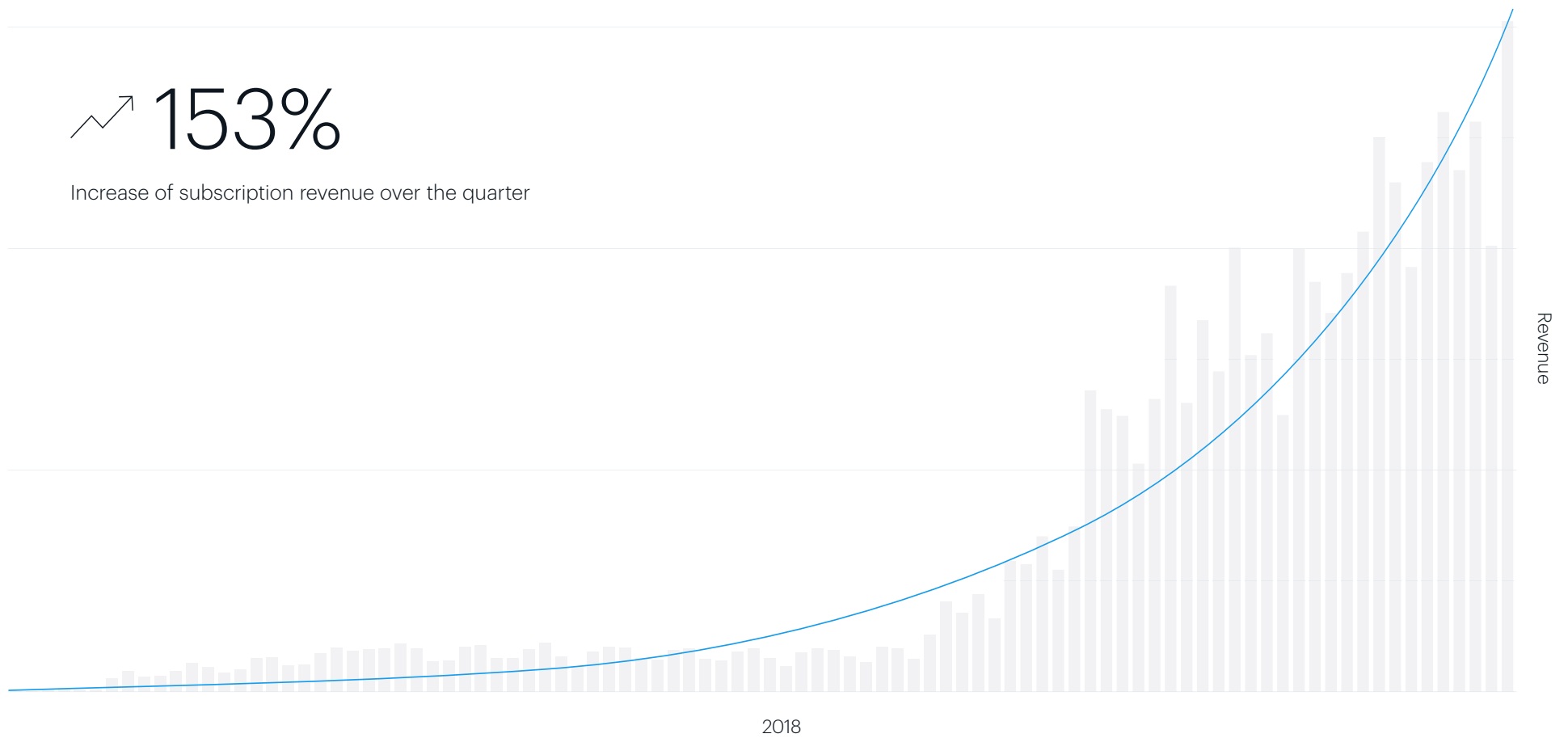
### Track behavioral patterns

Leverage 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.

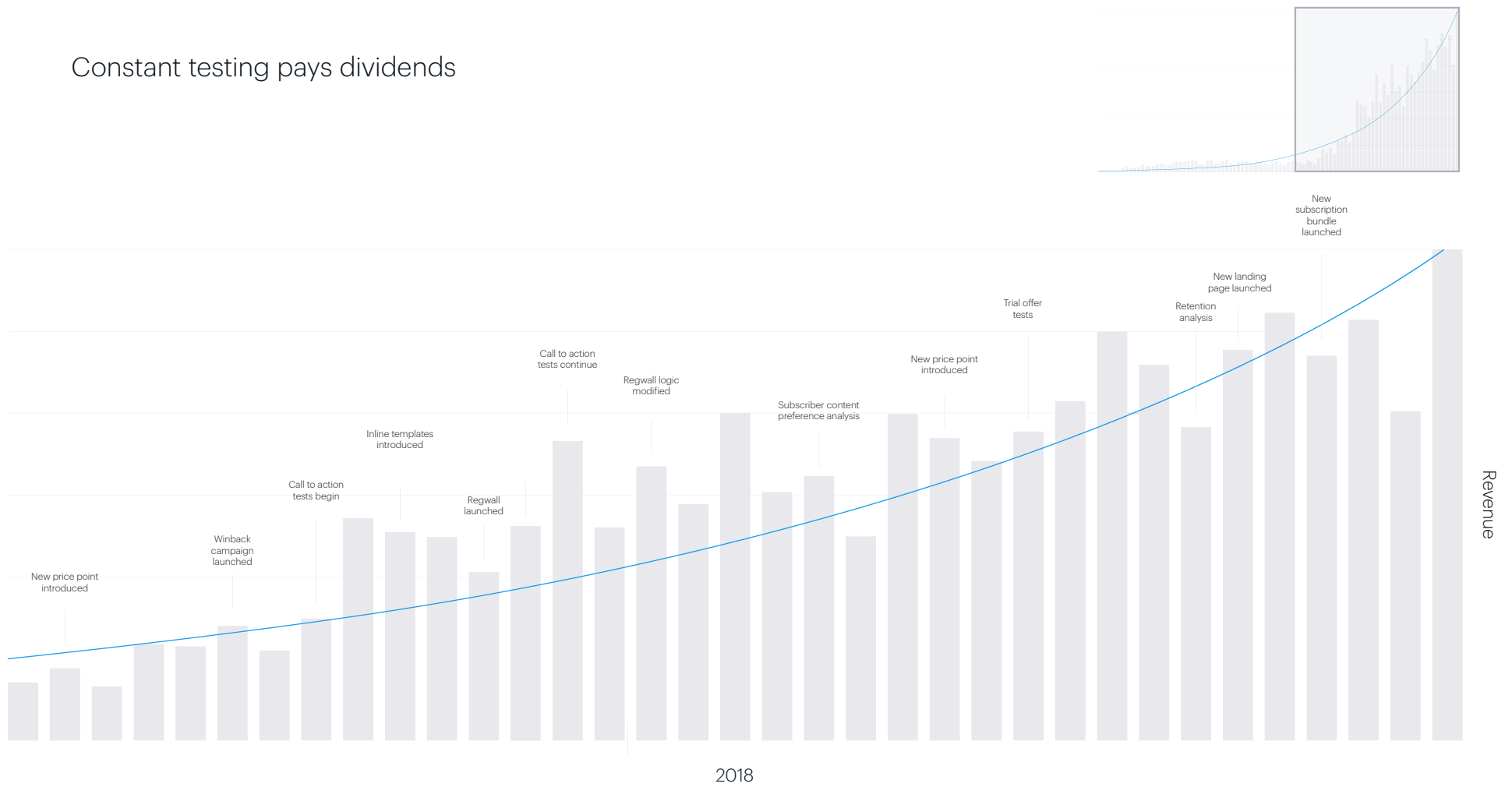
Rapid experimentation drives revenue

↑ 153%

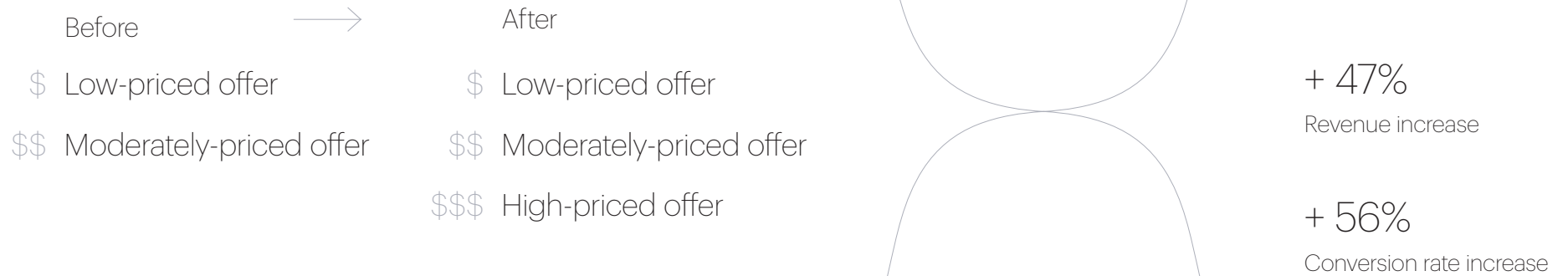
Increase of subscription revenue over the quarter

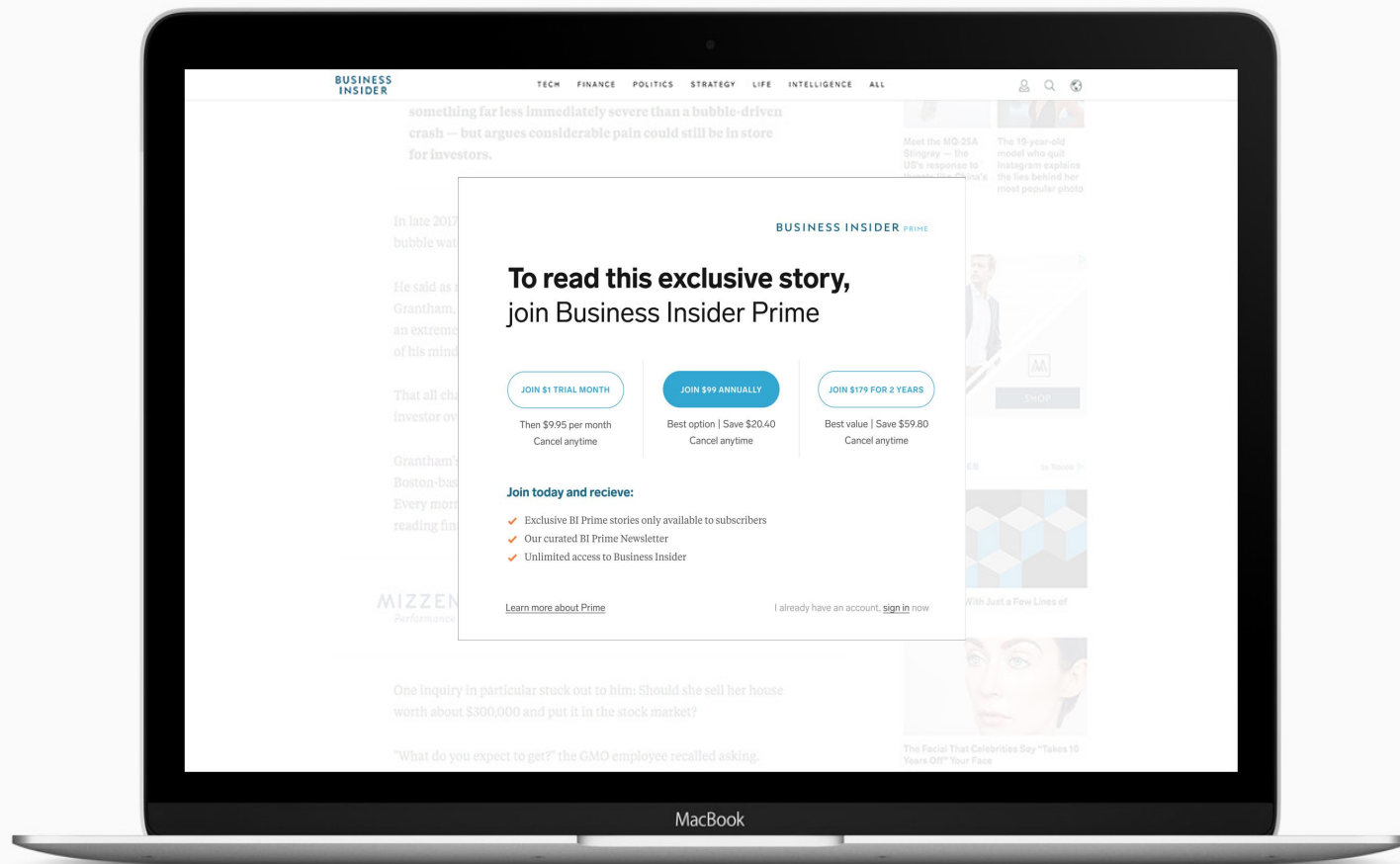


## Constant testing pays dividends



## Effective pricing strategies make a big difference





## The Results

BI's newly implemented paywall optimization strategy included the following successes:



42%

Increase of long-term subscriber ratio in just over two months




23%

Improvement of conversion rate after paid offer redesign



55%

Registration uptick for split test winner



15x

Increase of standard subscription conversion rates utilizing "guest passes".



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