piano | **El Confidencial**

How El Confidencial drove subscriptions by 60% with Piano's data-driven A/B testing
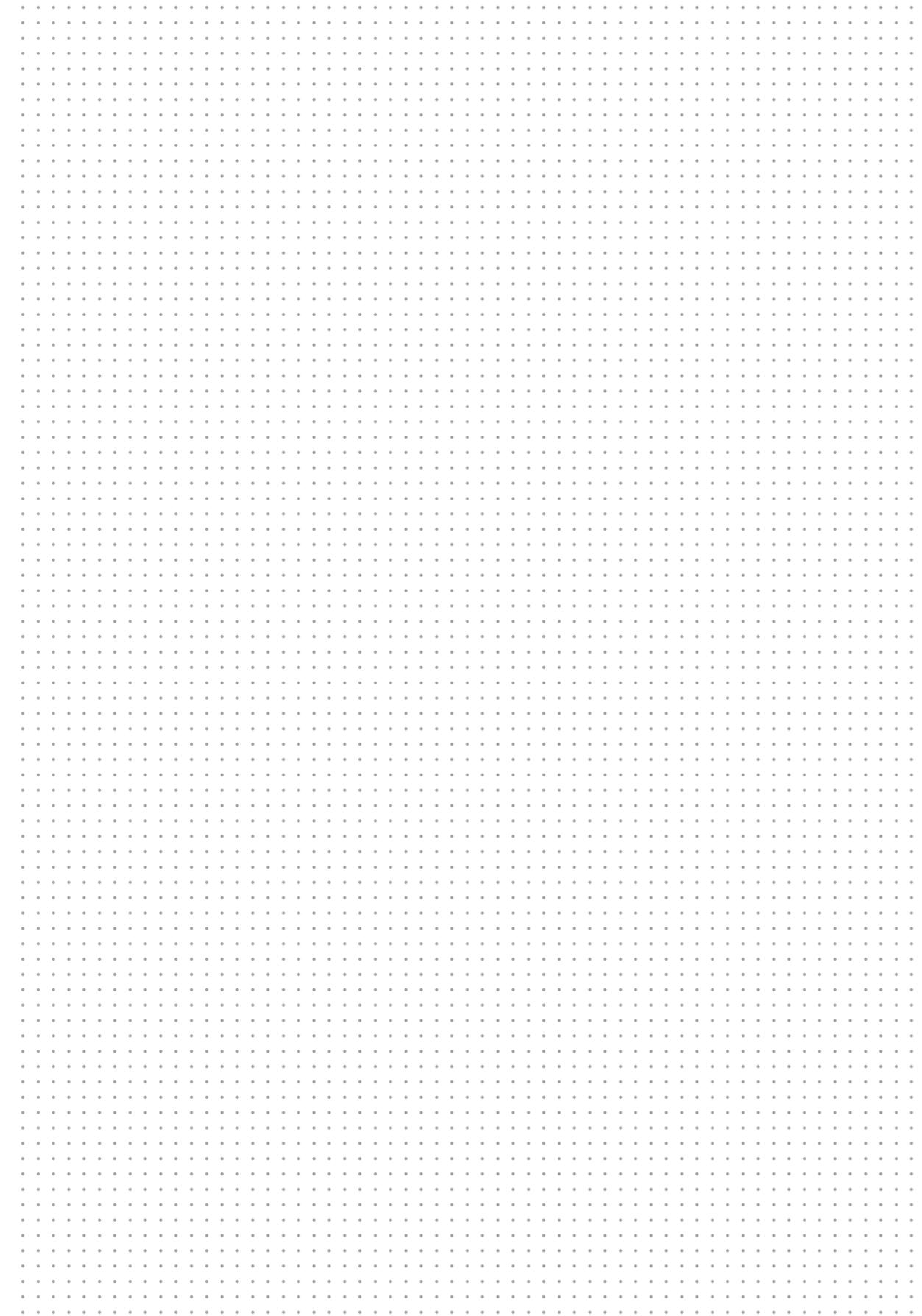
Founded in 2001, El Confidencial is a leading Spanish digital publication specialized in economic, financial and political news. Aimed at a middle-aged professional audience—mainly banking and business executives— El Confidencial is funded by advertising, events and branded content.

El Confidencial launched its paid subscription model in 2020 and has seen considerable growth in subscription throughout 2021. It currently has 50M site visitors a month and over 33K subscribers which is a 60% increase since the launch. Their subscription model is a hybrid of a freemium and dynamic paywall.
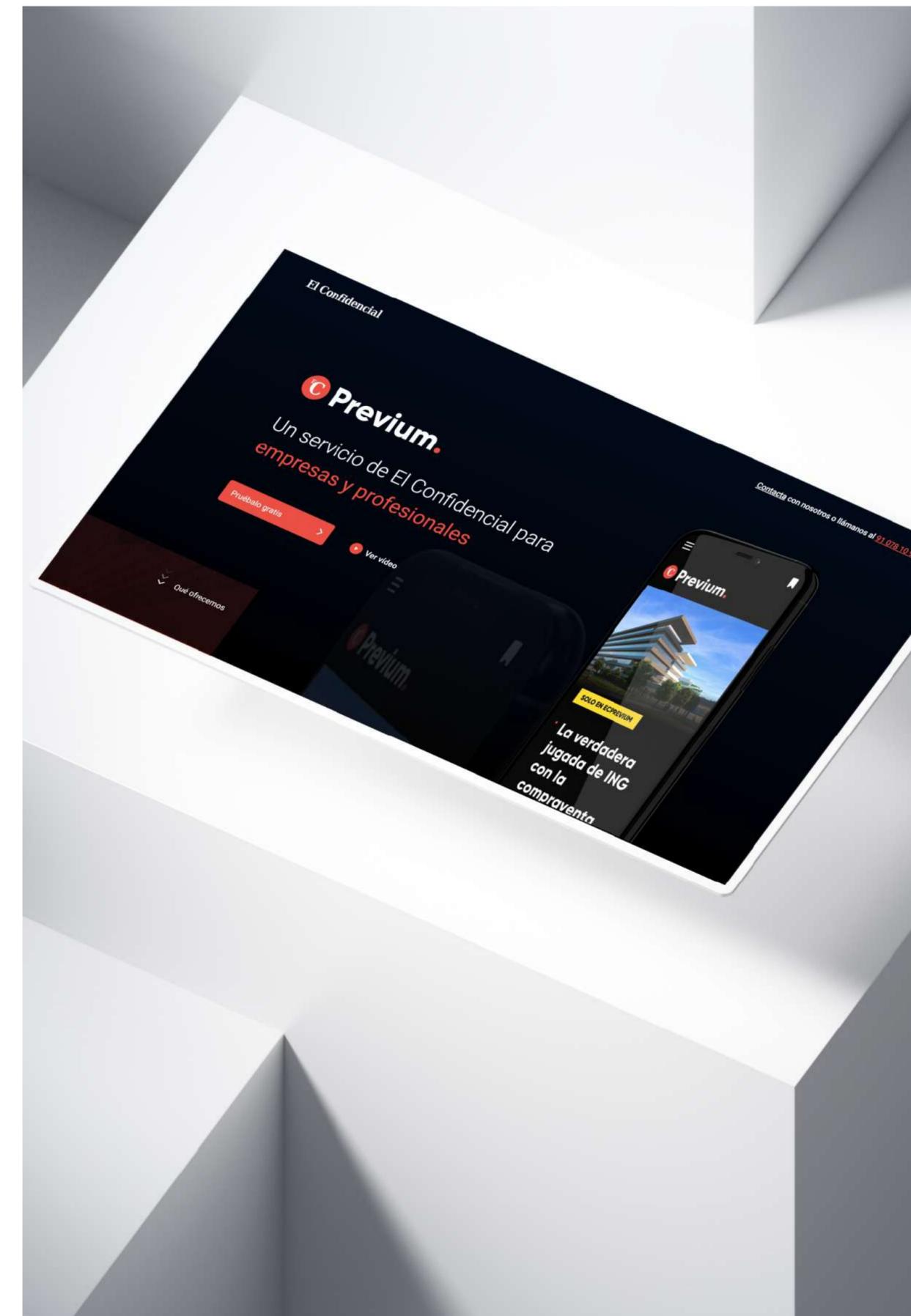
An early adopter of subscription products, El Confidencial (EC) is committed to continually iterating and improving their subscription products to find the best solutions for their users.

To continue to develop their subscriber base, they looked to optimize their success by testing components of the program. They looked to:

- Understand more about how readers were reacting to premium vs. freemium content, specifically, the effect that locking paid content had on the Click Through Rate (CTR).
- Encourage user clicks and engagement from the homepage to their eShop and boosting conversions through special campaigns.
- Test different pricing strategies to find the best way to encourage users to subscribe.
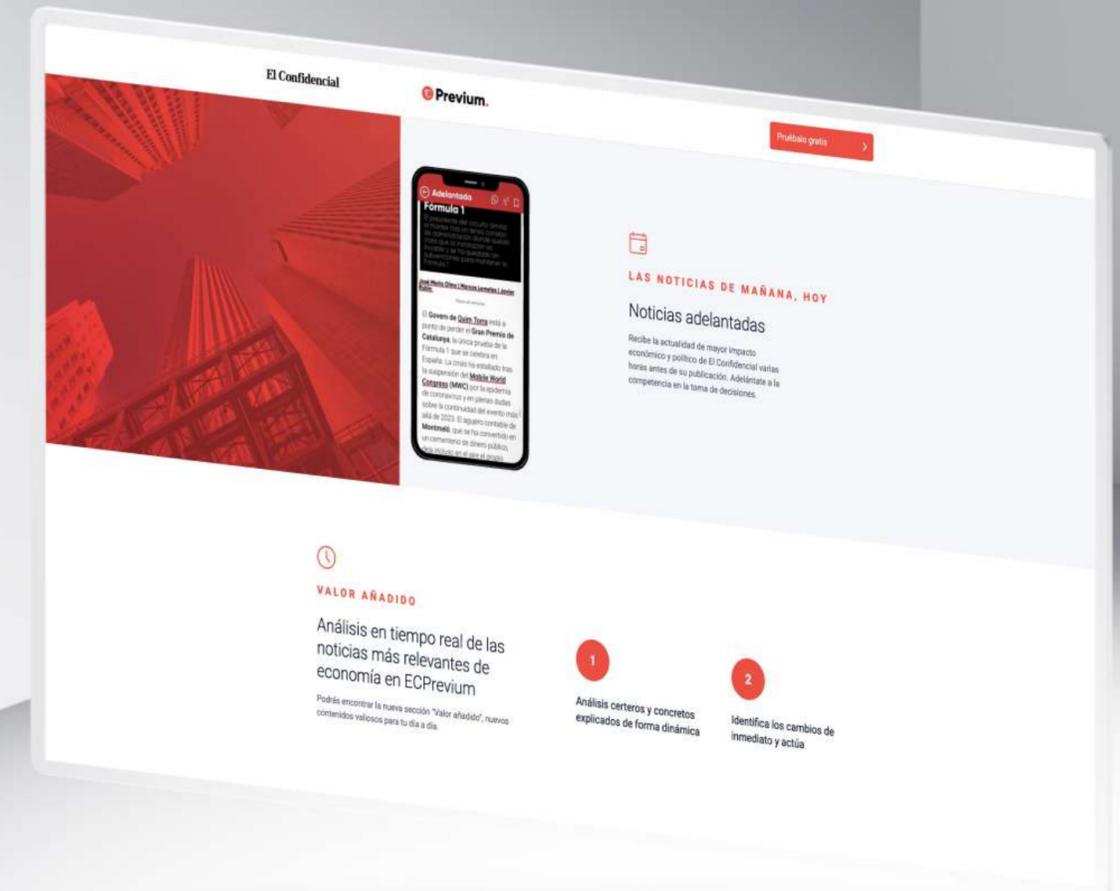
Head of Subscription Products, José Antonio Navas Moreno, has adopted a comprehensive testing approach to help EC grow their subscriber base. Defining the strategy for user revenue growth, he works with teams across the organization to bring the strategy to life.

Using Piano's Composer, EC can easily create multivariate tests to refine and optimize each part of their subscription program. Driven by real life data and informed by Piano's proprietary LtS (Likelihood to Subscribe) propensity modeling, multivariate or split tests can generate findings in as little as two weeks .

SOLUTION 1

Adopting a comprehensive split testing approach

SOLUTION 2

Using Piano's LtS to generate a scoring of the subscription potential

Being able to quickly and easily test different aspects of their offers encourages EC to be make data-backed decisions to ensure they are using the best tactics to engage their readers.

1. Identifying premium articles on the homepage

EC tested six different ways to tag articles as premium articles simultaneously. They explored different icons and phrasing options– such as a closed lock icon versus an open lock icon, and "For subscribers" versus "Exclusive content".

Findings
Using the words "EC Exclusive," without an icon performed best (+7% across the six options) and they rolled it out across their site.

2. Optimizing the Call to Action

Looking for the most compelling subscription CTA in the menu bar, EC tested different button colors and wording for specific campaigns such as Black Friday and Christmas. This involved displaying incentives to click such as "Last day for subscribe offer".

Findings
The winning variant was a red button used at the end of Black Friday and other campaigns and saw a 75% increase in the CTR, leading to their best month for conversions.

3. Price tuning: Testing different price levels

Looking to ensure they were optimally priced, EC performed split testing on click-throughs to their shop; half the visitors were shown the standard price and the other half a 30% discounted price.

Findings
The test showed the discounted price brought in more revenue (+26%) but not as much as they expected. But, the unexpected upside was that the discounted price conversions actually generated more overall revenue because discounted offer did not include a free trial period, which had previously been included.

+60% increase in subscriptions since the launch of the paid subscription model

+7% increase in conversions discovered in premium content tagging split test

+75% increase in clicks discovered in CTA split test

**+26% increase** in revenue discovered in pricing split test

EC is committed to making data-informed decisions. Being able to implement test ensures them that they are making incremental changes to support their overall success. The team at EC understands that embracing a testing culture means that not all tests will turn out as planned, or uncover insignificant findings. But many do and continually optimizing the user experience ultimately pays off.

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We are trying to match the readers' needs with the content we are producing. The aim is to connect our journalists with the Piano's data and get them directly involved in the article distribution and subscription process."

José Antonio Navas Moreno
Head of Subscription Products, El Confidencial
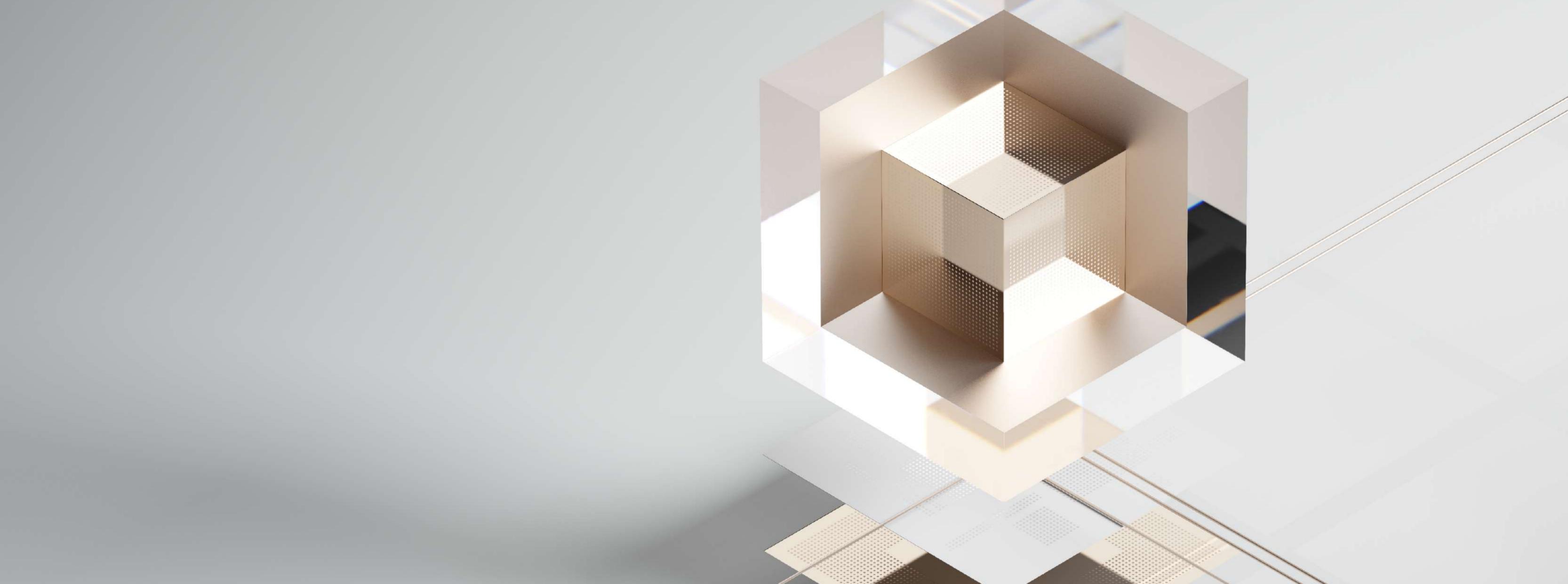
ABOUT PIANO

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 the understanding of your audience with Piano's actionable data.