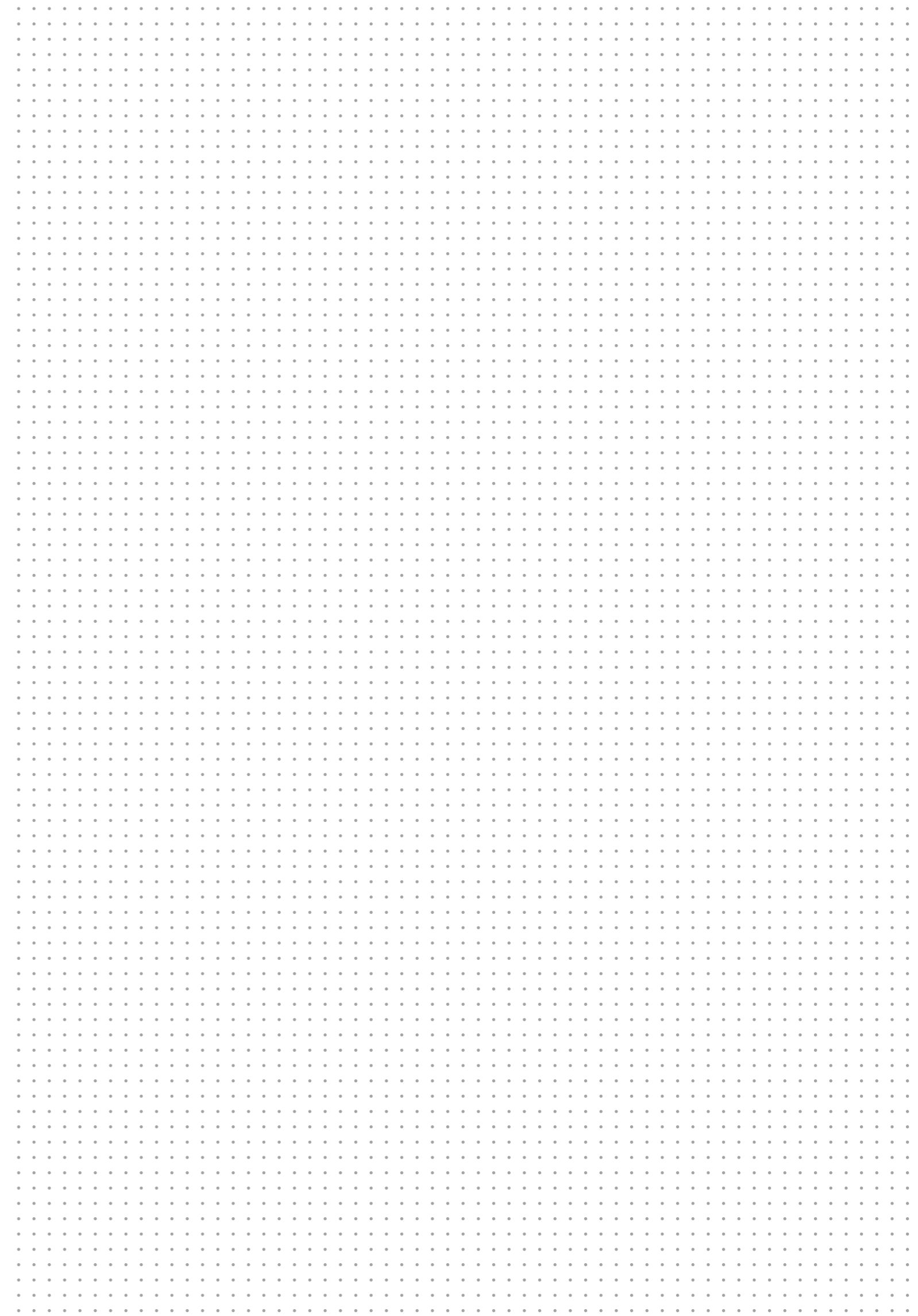


piano | **Inc42**

How Inc42 tested their way to 100%
increase in new memberships



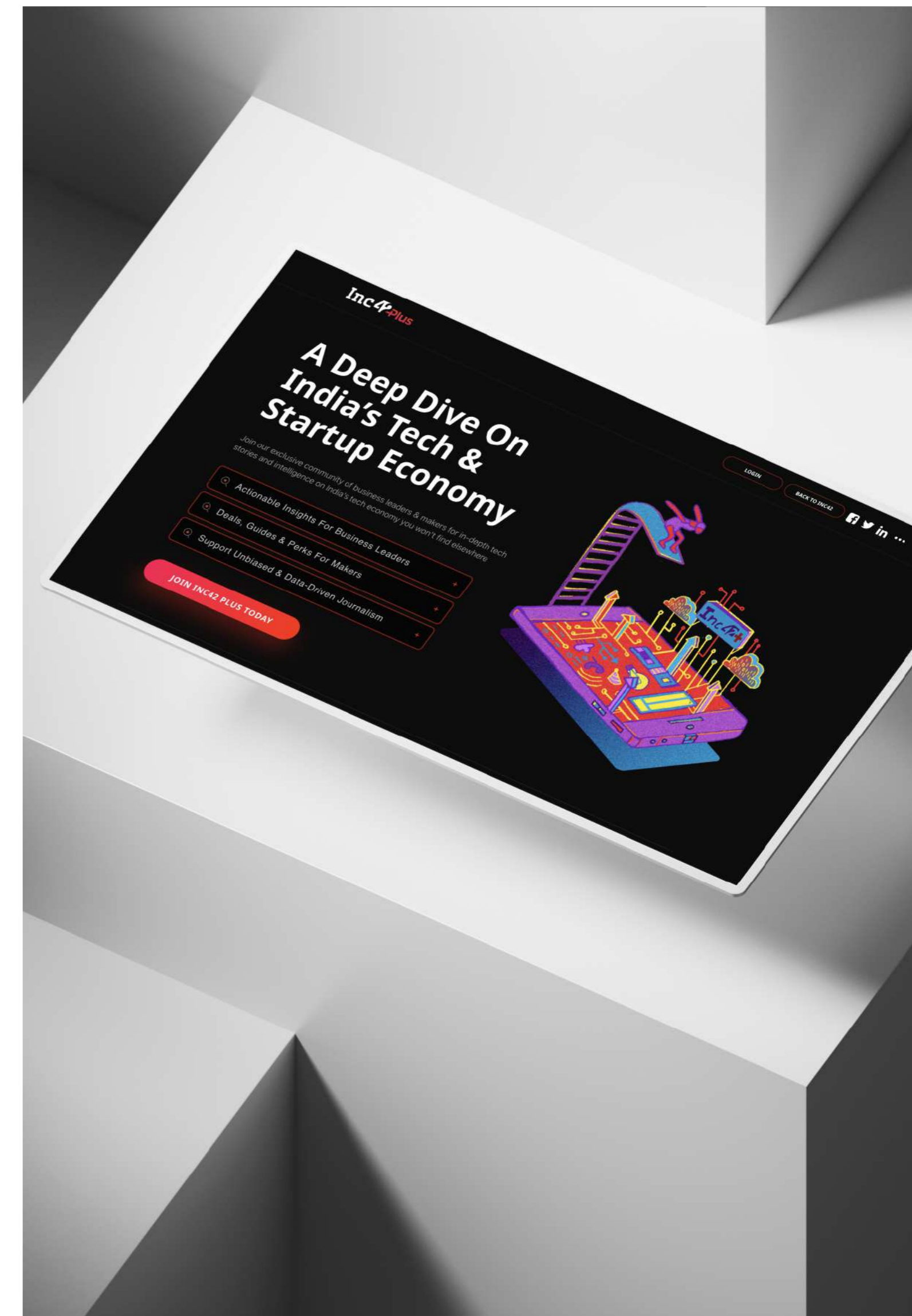
Overview

Problem

Solution

Results

Inc42 is India's largest tech media and information resource for the local startup economy. The site generates around 1.5 million unique users per month, of which 7% are deemed 'highly-engaged' due to their proclivity to consume in-depth content and visit the site regularly.



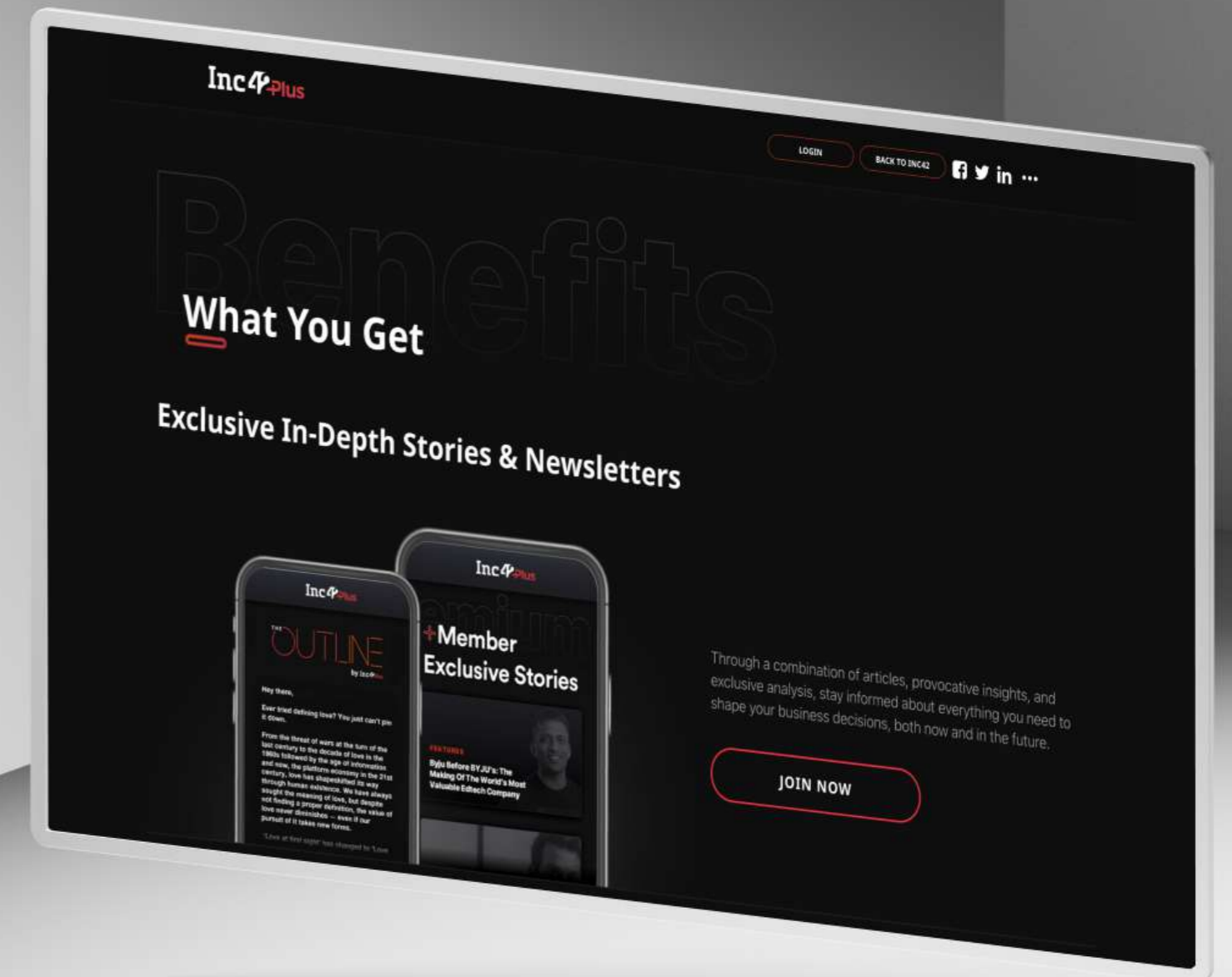
Overview

Problem

Solution

Results

Inc42 needed to find a way to capitalize on the demand for in-depth content and serve this engaged audience to increase customer lifetime value and drive new revenue.



Overview

Inc42's strategy was to launch a paid membership program that caters to their engaged audience and capitalize on the growing subscription movement in India.

Problem

They executed their strategy the testing capabilities in Piano's Composer tool to understand the content and user experience preferences of their audience.

Solution

Results

Tests included:

Content

To understand what content types shorten conversion duration.

Channels

To understand the traffic channels that drive higher conversion rates.

Pricing

To understand the optimal price point for the Inc42 Plus membership and the best method for running price-led promotions

Landing page UX

To understand whether the level of detail on the registration page (summary versus detailed benefits) influences conversion rates.

Through multiple testing phases, they optimized their conversion and retention funnels.

100%

increase in average monthly sales volume

Overview

Problem

Solution

Results

Inc42's testing and analysis revealed a number of insights that now guide their ongoing strategy. The team activated their data by making incremental changes to their conversion experience based on these best practices. Implementing multiple small improvements added up to a significant lift in conversion rate.

Best practices learned include:

Content types

Events and reports are twice as effective at increasing conversion rates compared to other Inc42 products.

Traffic channels

Facebook and email combined with context-led communication performed best for conversions.

Pricing

Increasing the price point every 15 days (and communicating upcoming price increases) vs decreasing it delivered a 24% higher conversion rate and increased the average price point by 12%.

Landing page UX

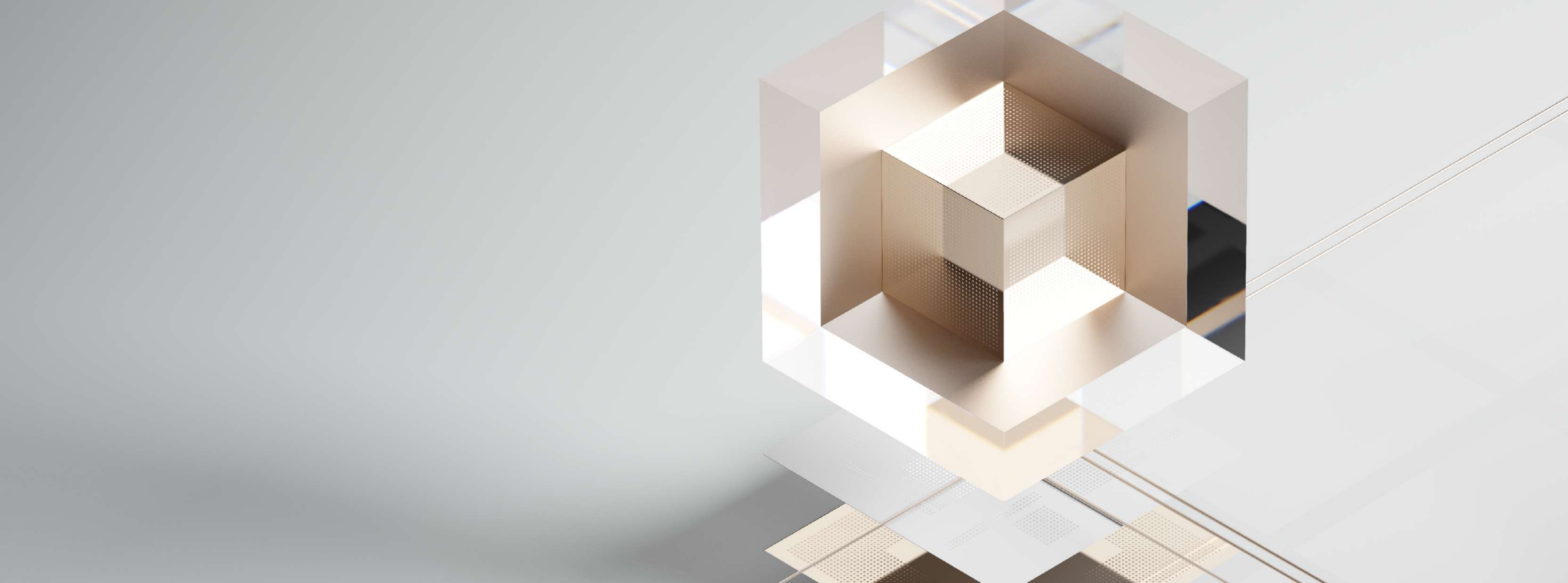
Membership summary information performed better than detailed information.

43%

increase in retention rate

200%

increase in membership ticket size compared to what other business news publications charge in India



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.

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