piano | **dmg::media**

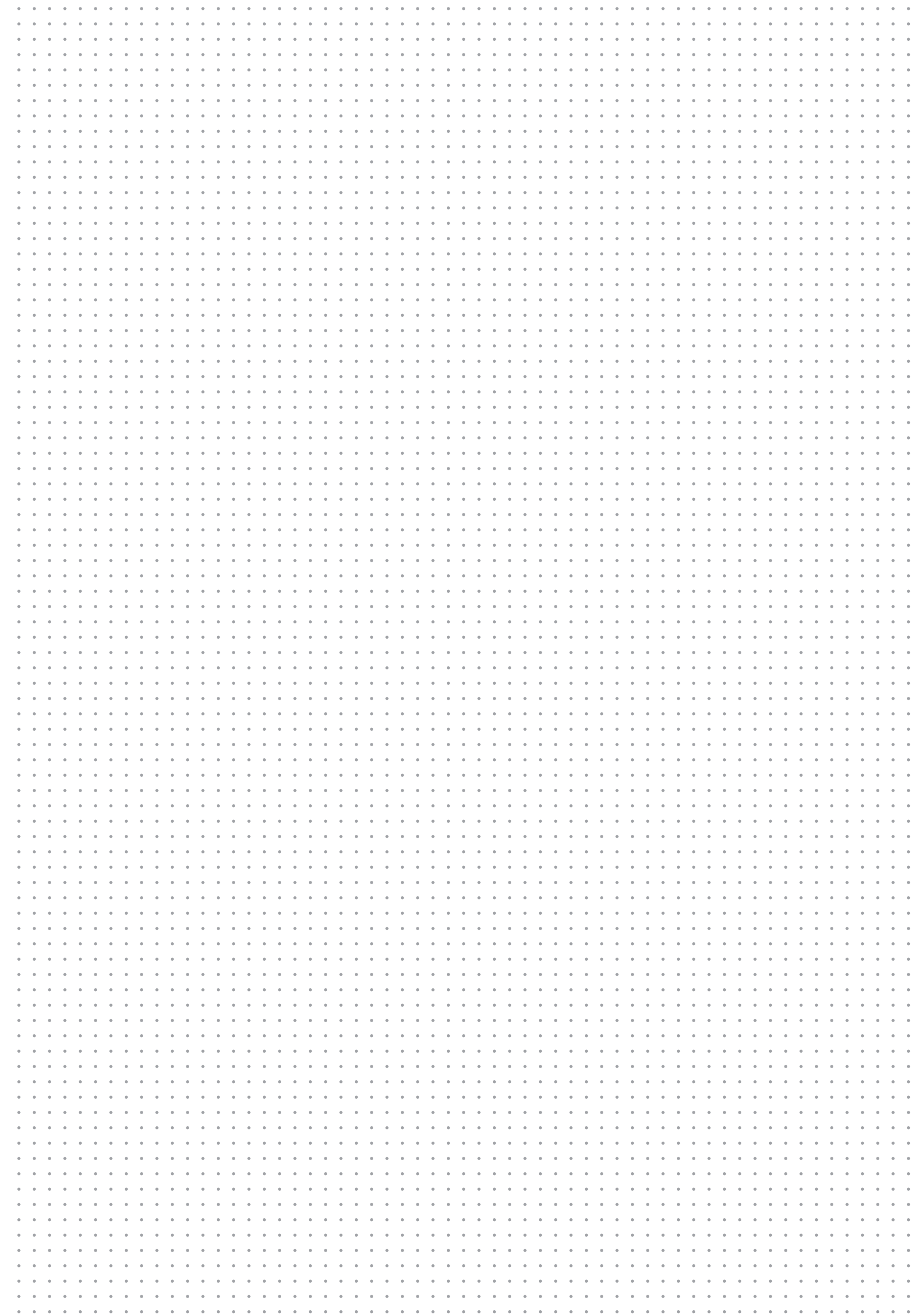# How dmgMedia uses propensity modeling to fuel registration and subscription

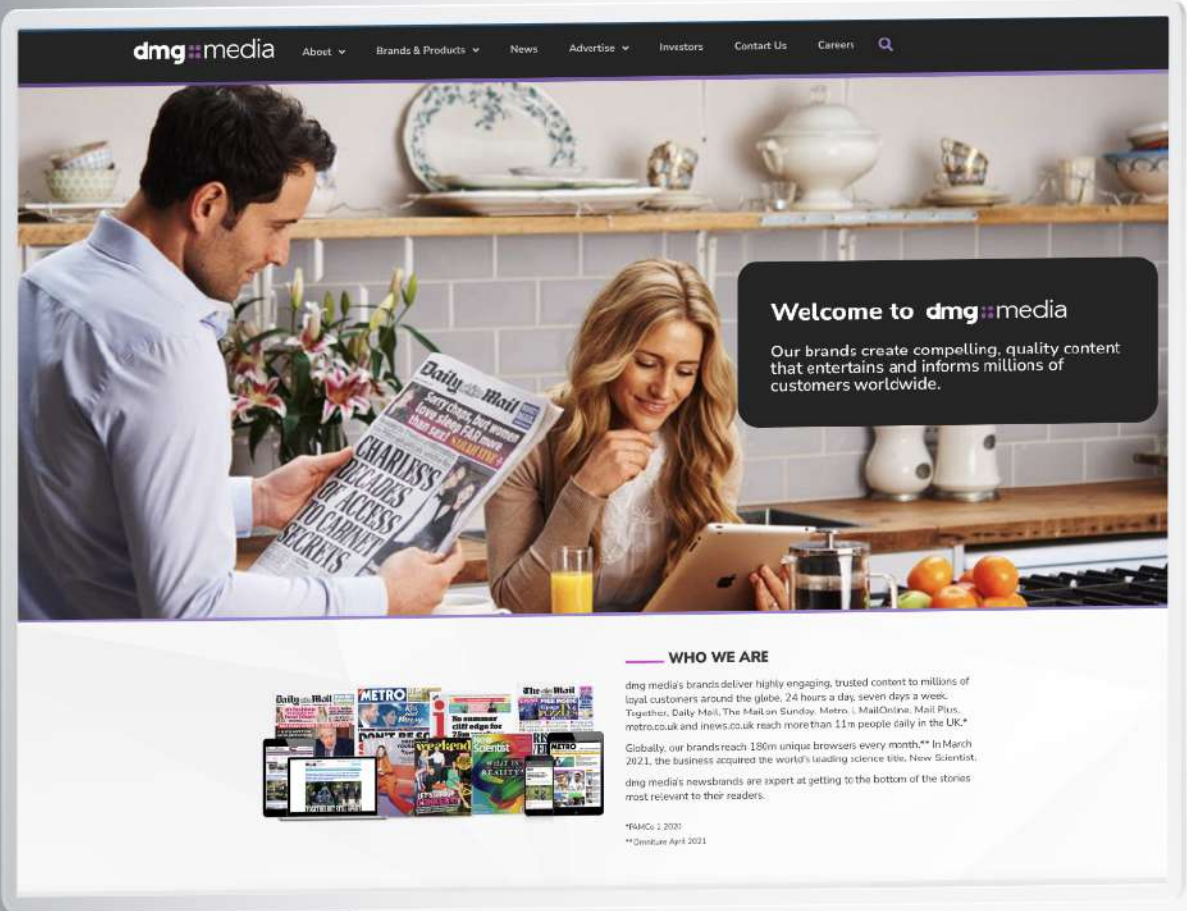dmgMedia is a UK consumer media group with a range of brands that deliver content to millions of customers around the globe. Together, its publications including 'i', The Daily Mail, The Mail on Sunday, Metro, MailOnline, Mail Plus, metro.co.uk and inews.co.uk reach more than 11m people daily in the UK and globally, their brands reach 180m unique browsers every month.

dmgMedia's 'i' was launched in 2010 as a sister title to the Independent and it became a standalone product in 2016. After two years of record growth, 'i' was named Britain's most-trusted digital news brand.

Looking to capitalize on their growth, and in an effort to gather the right data to learn about their audiences, inews.co.uk looked to create a registration and subscription strategy.

To successfully launch this new model, the digital team first needed to understand who their audience was, how they were acting, how long they spent on the site and how they were coming back. The team committed to a data-driven approach to driving a subscription business but did face a range of challenges in the process.

Getting the editorial and product teams on board
The rapid growth of 'i' had embedded a culture of change where the teams were used to adapting and moving quickly. However, development and implementation was still taking too long and it was important to be more agile.

Understanding what content works with their loyal audience
The editors needed to align content choices with the data and be more in tune with a digital environment and focus more strongly on engagement scoring rather than pageviews.

Leveraging propensity modeling
The digital team wanted to capture their top-of-funnel audience and help them engage with the brand before stopping them with a paywall. This involved bringing the various elements together to identify who their audience were and how to message them differently.

Presenting the digital project in a clear way to the finance team
It was vital to model out the learnings with proof points and get the finance, editorial, product and marketing on the same page so they would invest.

The team began by focusing on user registrations. They needed to redetermine which content people were reading the most—moving beyond counting page views and towards an engagement scoring method.

Convincing stakeholders

With Piano's segmentation capabilities, they placed their potential audience into buckets. They then started an open test-and-learn approach with the editorial and product teams. By trying out various UX, design, messaging and content and playing it all into the propensity model, they were able to convince teams of the effectiveness of A/B testing as the best way to accelerate the brand.

Targeting their loyal audience

Working with Piano's Composer and based on real-time data, they pinpointed where their audience was signing up. This allowed them to understand what content their loyal audience were willing to part with their data for and enabled the editorial teams to focus on content that was genuinely engaging the audience.

Driving subscriptions with propensity modeling

Applying the same methodology to subscriptions, they used Composer's Likelihood to Act (LtX) model to pick off their loyal users and lower the registration meter for them. If the user was showing higher propensity, they could target them earlier in the journey and this immediately boosted conversions. They then adopted this approach with Piano's Likelihood to Subscribe propensity model (LtS).

Piano's LtS showed dmgMedia the likelihood scores for a range of data points including page views over the previous 30 days, desktop vs mobile pageviews, paid offers seen and active days with paid offer. This gave the digital team very precise and actionable propensity scores.

They quickly noticed that the conversion rate for the highest propensity segment was 174X greater than the lowest propensity segment. This data point unlocked the insights that registered users were 30 times more likely to subscribe than anonymous readers. The team used this to inform their strategy and shift focus to engage with this prime audience.

This led to a five-fold increase in conversion rates for high LtS readers.

Piano's LtX propensity modeling enabled dmgMedia digital team to find the optimum mix of registration and subscription offers and generate month-on-month subscription growth for inews.co.uk. The analytical methodology and clear results also gave the proof points to convince teams across the organization to invest in the project and secure future budgets.

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Piano's segmentation healthily put readers into bucket categories which told us how many people we could address in our audience. This gave the business confidence that there was a strong potential market. Thanks to Piano's LtX we now understand how much content we need to produce, what type of content we need to produce and the expected returns from that investment. We can then easily demonstrate to finance that we have content that performs well, a known audience and a predictable rate of conversion."
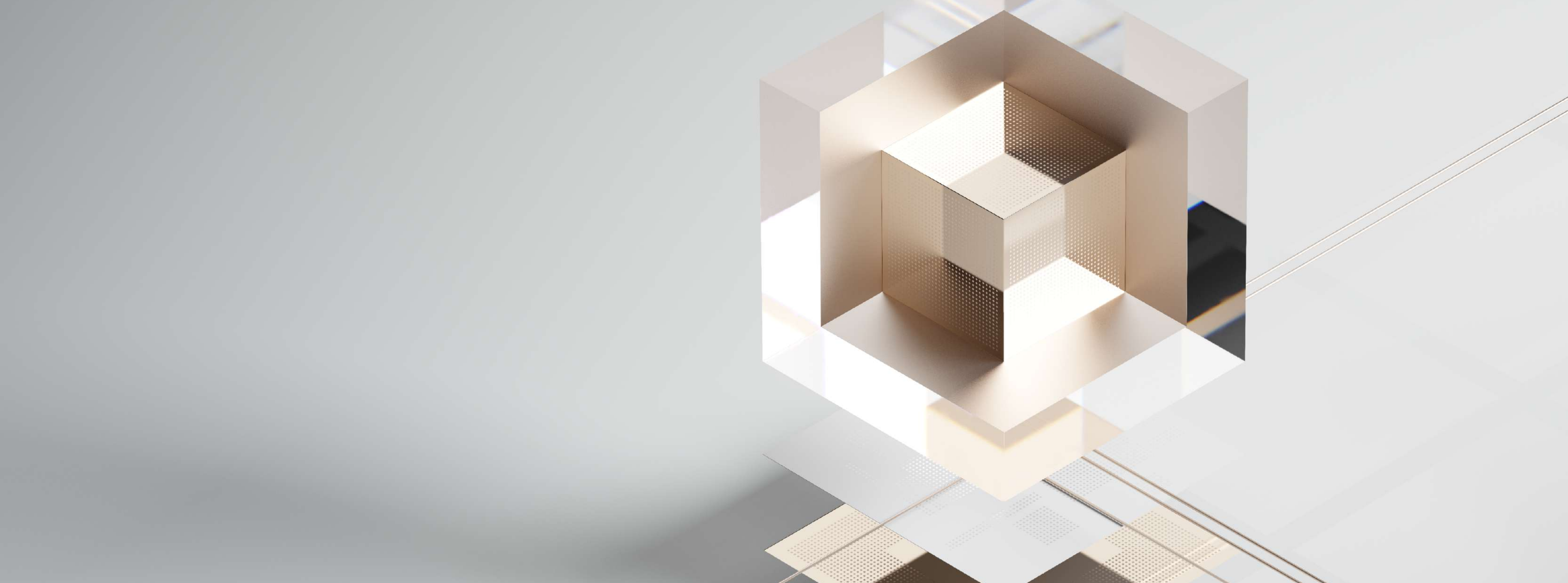
Harry Fawkes
Head of Digital Subscriptions, dmgMedia

30x

Registered users are more likely to subscribe than anonymous readers

5x

Increase in conversion rates

About Piano

Piano's Digital Experience Platform 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 Amsterdam 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.

Request a demo to find out more about how you can transform the understanding of your audience with Piano's actionable data.