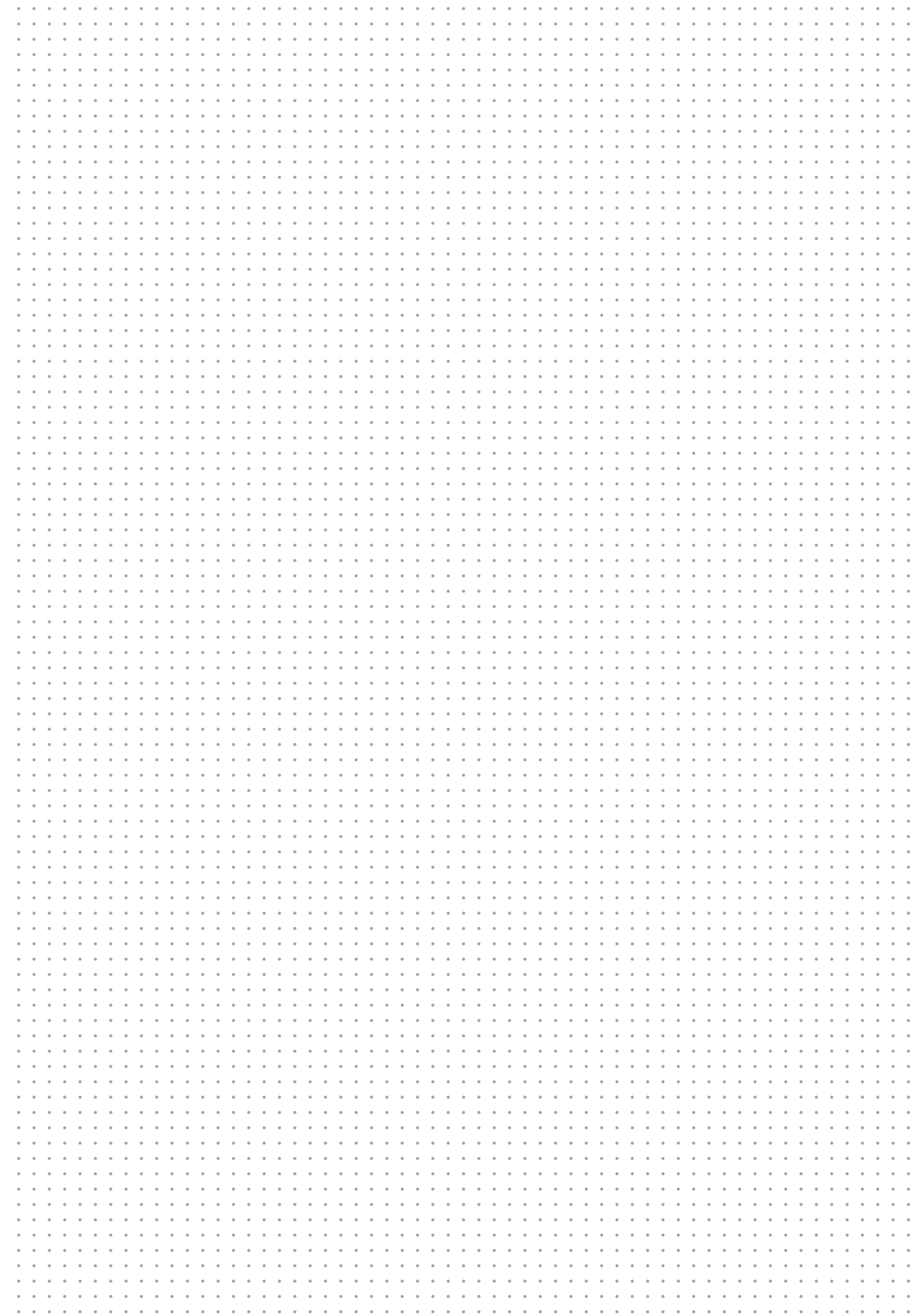


piano

CORRIERE DELLA SERA

How audience research & testing
helped Corriere della Sera reach
384K digital subscribers



Challenge

Solution

Results

Corriere della Sera, Italy's most-read newspaper, saw a significant spike in digital subscriptions at the onset of the COVID-19 pandemic. When this demand-driven acquisition rate normalized in 2021, the publication knew it needed to reevaluate its strategy to continue driving new subscriptions.

Unlike many media companies, traffic and engagement were strong—the challenge for Corriere was to better understand its loyal readership and what appeals could help increase their paid conversion rate.



Challenge

Solution

Results

Fundamental to Corriere's success was audience research and ongoing testing conducted in partnership with Piano Strategic Services. The insights they uncovered led to the following strategic opportunities:

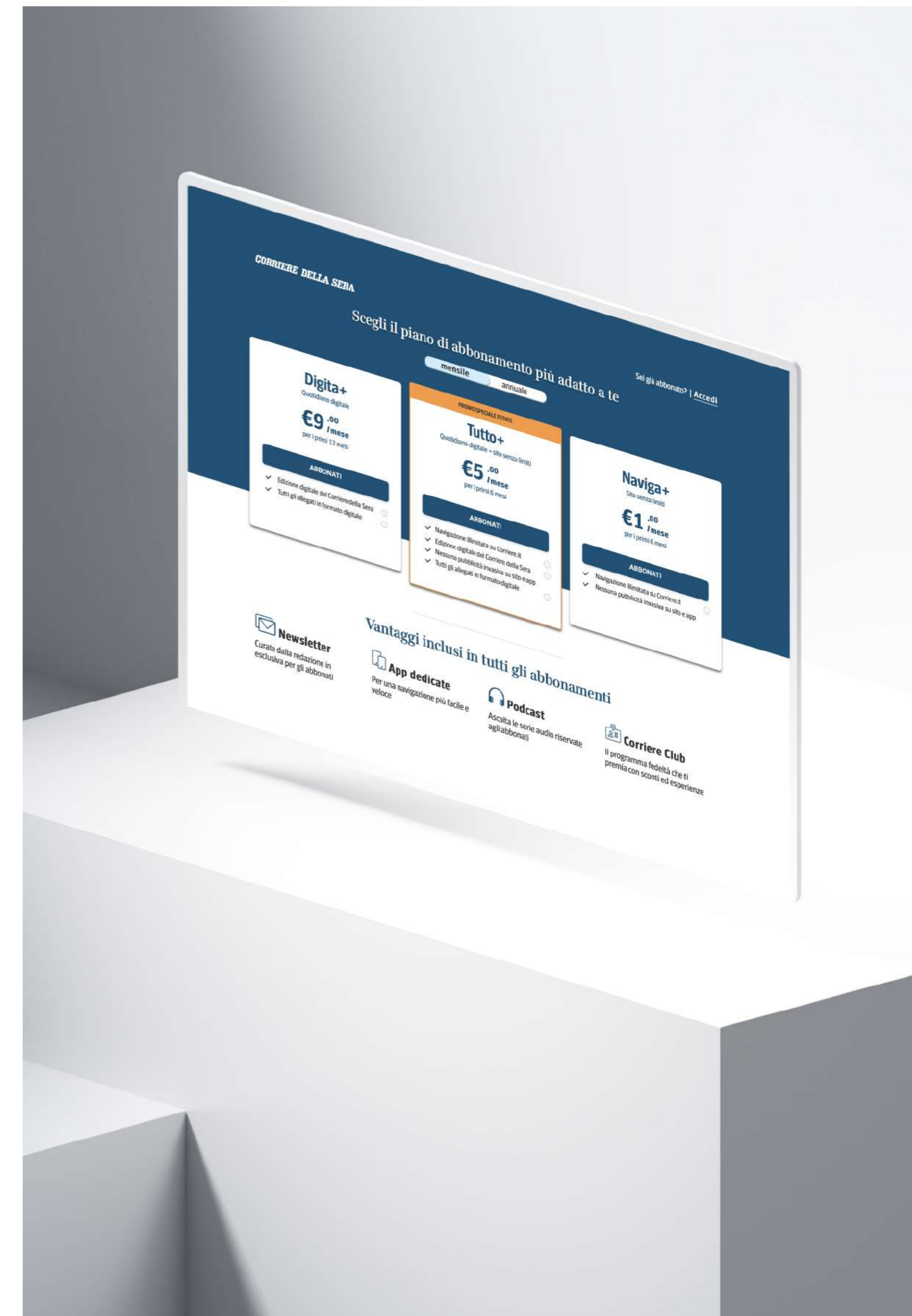
Annual subscription offer

Although many existing subscribers paid monthly, pricing research revealed an appetite for an annual subscription option. Corriere decided to offer an annual option, and drove a near-immediate increase in conversion rates.

Dynamic paywall

Initial testing showed that tightening Corriere's existing paywall didn't move the needle on conversions. Instead, because readers were very loyal, a large segment of the audience simply hit the paywall repeatedly.

Based on this finding, the publication introduced a dynamic paywall based on Piano's Likelihood to Subscribe (LtS) machine learning model to predict which readers had the highest propensity to subscribe and opened the door to provide personalized offers to different user segments.



Challenge

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Results

By taking an active approach to experimenting and testing new strategies, Corriere della Sera has become the first Italian newspaper to achieve widespread success with a digital product—reaching a total of 384,000 digital subscribers.

Even more impressive, parent company RCS Media's total revenues topped 610 million in 2021, an increase of 24% compared to the same period of 2020, with digital revenues representing 23% of that total. This measurable success validates Corriere's digital strategy and will act as the template as RCS enhances subscription programs across their other titles.

384K

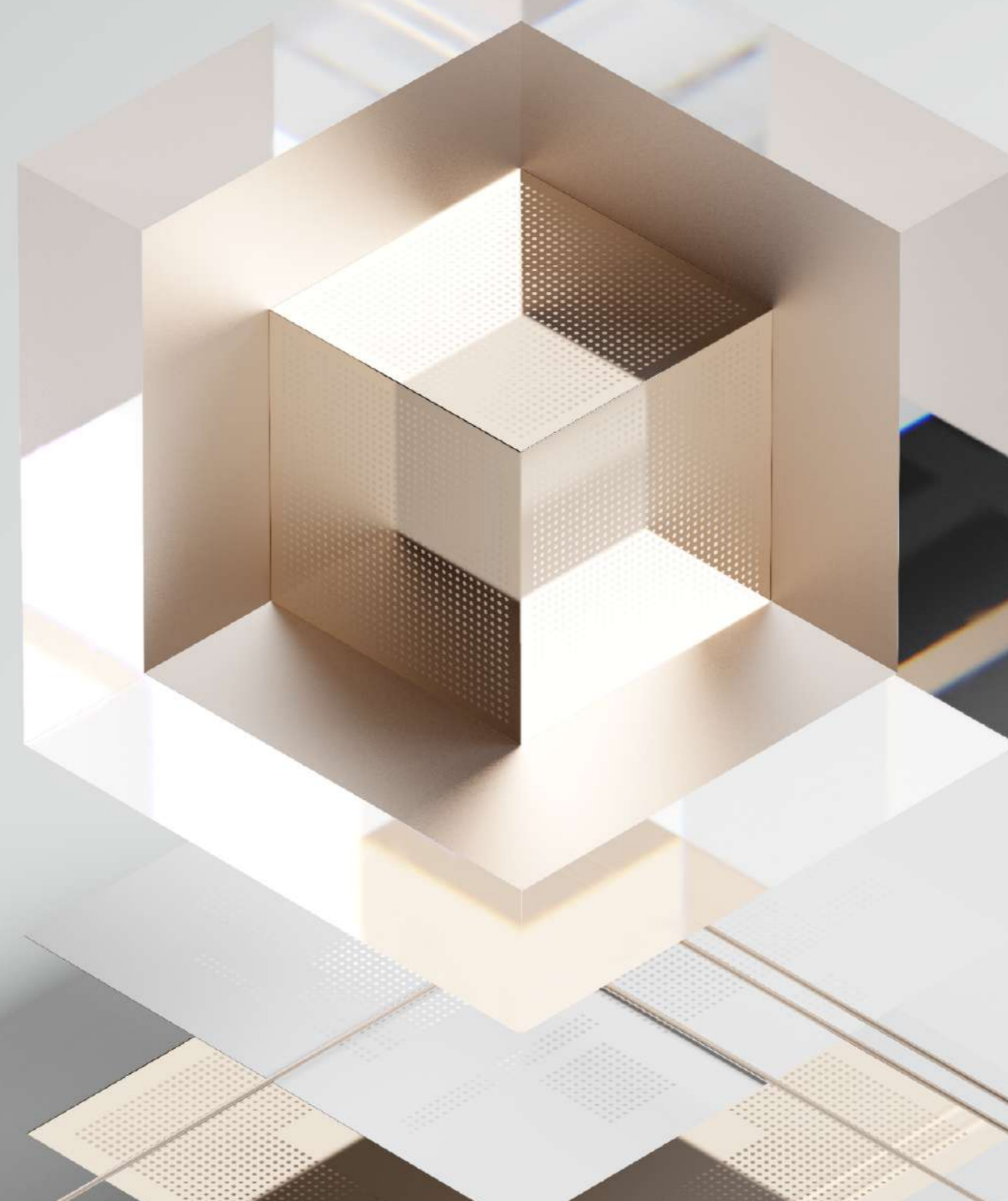
Digital subscribers

\$610M

Total revenue in 2021

+24%

Revenue increase vs the same period of 2020



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 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.

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