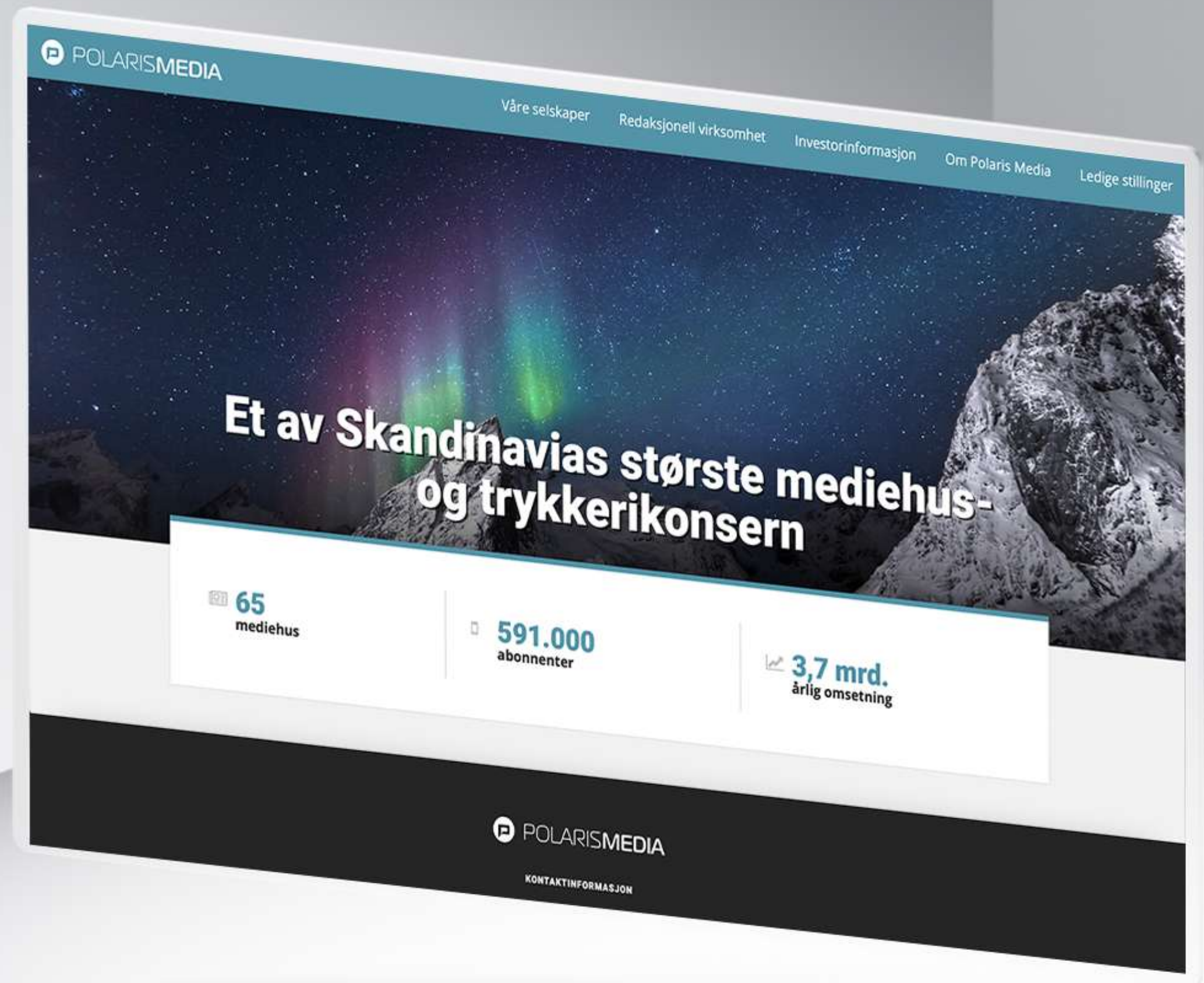


piano



How Polaris Media Sør used A/B testing to drive digital subscriptions



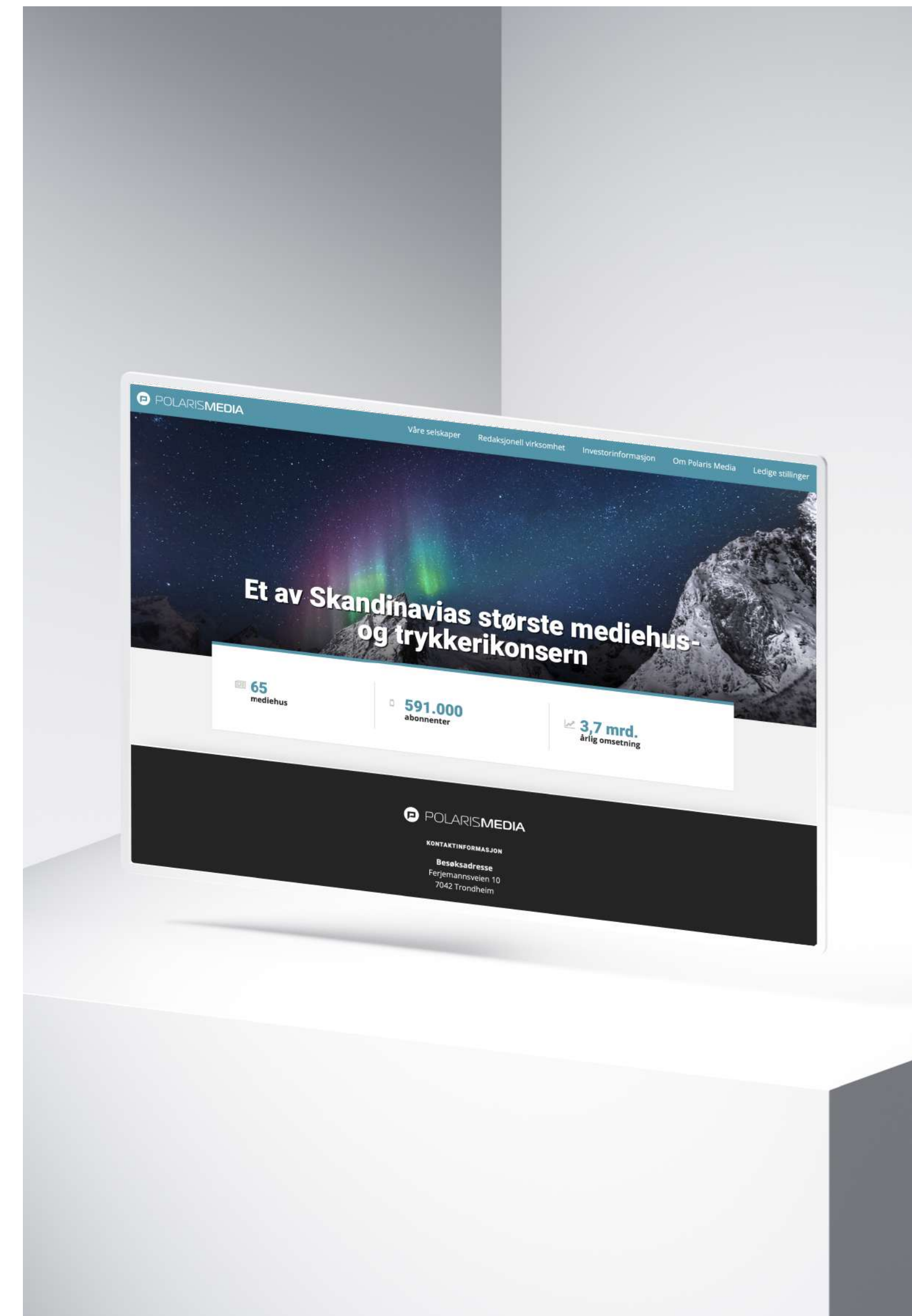
Overview

Problem

Solution

Results

A subsidiary of Polaris Media, one of the largest media groups in Scandinavia, Polaris Media Sør was established in 2020. The media company consists of eight media houses as well as service, print and distribution providers. It is a service provider for 21 independent regional publishers across Norway that all use Piano paywalls.



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The company has been publishing ‘free’ news on its website since 1998 and its first major challenge was convincing its user base to start paying for online news, the vast majority of whom had never even considered the idea of digital subscription.

After launching its first ‘non-intelligent’ paywall in 2013 (an industry-standard format that lacked any segmentation or personalization), they quickly realized that the ‘buy or not to buy’ stage was a critical part of the customer journey. They therefore focused on improving the entire paywall user experience to drive reader trust in the brand and subscriptions.

As their paywall was getting 1.8M views per month, they needed to make the most of the opportunity to communicate with their readers to nudge them towards subscription and reduce churn after hitting the paywall as much as possible.



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Polaris Media Sør implemented its first ‘smart’ paywall with Piano in 2019 with the aim of conveying the right message to the right audience at the right time. This was based on the estimated three seconds brands have to get a reader's attention after displaying the paywall.

Piano’s technology enabled Polaris Media Sør to:

Tailor the look and feel of the paywall

They A/B tested a range of customer-focused paywalls using social-media inspired emojis to create a positive user experience. This included using empathetic design, humor and jargon to make the audience feel that they were interested, local and relevant. Following Covid-19, they went for a more personal approach to boost engagement by inviting their audience to join a ‘subscribers club’ with photos and quotes from their own employees.

Reduce churn by allowing content curated scrolling

To avoid disrupting the user experience and keep users on the platform, they allow users to scroll, showing curated content powered by Piano content recommendations based on context and/or user behavior. This extends the ‘consideration’ phase of the customer journey and gives readers more of the content that will be most compelling to them in an effort to drive the conversion decision.

Display specifically-targeted content

Piano’s audience segmentation allowed Polaris Media Sør to create custom paywalls for specific article categories. Related content recommendations also allow them to display articles unique to each reader to encourage them to purchase a subscription.

Ensure users never see the same paywall twice

By running multiple paywalls at the same time they ensure that readers are provided with a fresh paywall every time they land. They also vary the paywall headline expressions to prevent ad fatigue.



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Piano’s A/B testing allowed Polaris Media Sør to experiment with a wide range of paywall images, colors and messages. After introducing the ‘emoji’ paywall, they saw an increased Click Through Rate (CTR) of +197% within the first month.

When they updated their paywall to the invitation to join the ‘subscribers club’ with employee’s personal photos and quotes, they saw an increased CTR of 12.2% after the first five days.

The ability to rapidly create and display fresh paywalls to users also resulted in an uptick in CTR and subscriptions in the following days.

By working with Piano, Polaris Media Sør were able to adopt a wide range of creative approaches to optimize their paywall strategy.

Through continuous A/B testing, analyzing, adjusting and relaunching they could get to know their readers and convince them they have content worth paying for.

Moving forward, Polaris Media Sør will build on the foundation they’ve created and aim to further personalize their offer while still reaching as large a reader base as possible. This needs to be based on reliable analytics so they can find the perfect balance between providing quality content vs. the volume of audience it will reach.

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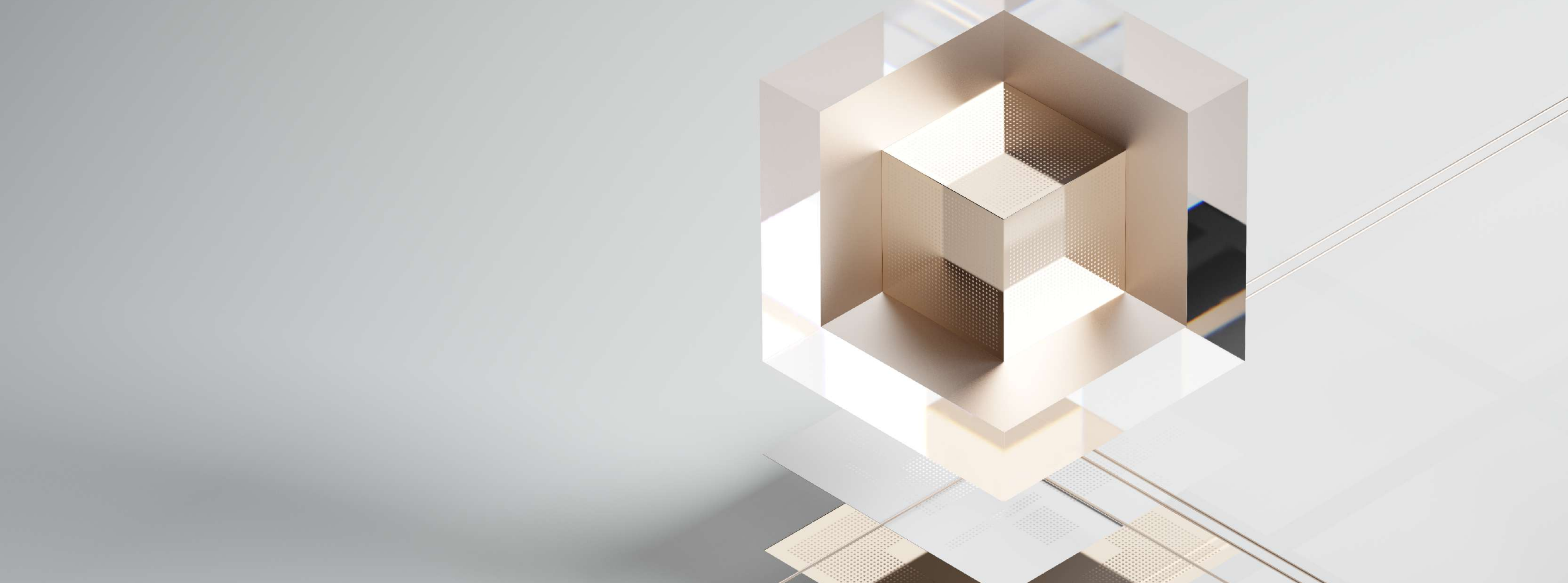
Introducing our intelligent Piano-powered paywall in 2019 was a quantum leap from what we were previously using. It was supercharged with a wide range of features in the Piano platform and enabled us to completely overhaul our subscription model.”

Helene Tveiten
Digital Marketer, Polaris Media Sør

97,000 Polaris Media Sør
Subscribers

+197% CTR after A/B testing a
social media ‘emoji face’ paywall

+12.2% CTR within first 5 days
implementing updated
‘subscribers club’ paywall



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.