

## Turning Visitors into Subscribers and Increasing Reader Loyalty

“The digital publishing landscape is constantly evolving, and your audience’s attention is being pulled in more directions than ever before. To be successful in this highly competitive space, you have to stay at the forefront of digital marketing trends and technology. With Insider, that’s easy. The team is incredibly knowledgeable about industry challenges and how to tackle them, and has a wealth of ideas that are simple to implement, but have huge impact.

**Marta Ogórkiewicz**  
Product Manager

## About Newsweek

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Newsweek is a weekly news magazine providing in-depth analysis, news, and opinion about international issues, technology, business, culture, and politics. Founded in the US in 1933, Newsweek is now primarily a digital property, but also publishes print editions in various languages across the globe. In this study, we'll explore how Newsweek's Polish edition – Newsweek Polska – worked with Insider to boost subscriptions and engagement.

## The Challenge of Visitor Engagement

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The primary revenue streams for online publishers are from ad impressions and subscriptions. The key to success in both these areas is visitor engagement.

Once you get visitors to your site, how do you keep them there? This is a challenge faced by all online publishers. If a visitor lands on an article page on your site, you of course want them to stay there and finish reading the article. And when they have finished reading the article, you want them to continue interacting with your content by reading another, and another.

Newsweek was looking to increase visitor engagement, and therefore maximize their ad and subscription revenue. Tackling this issue required a multi-pronged approach.

# Turning Readers into Subscribers with Urgency Messaging

Once readers start engaging with content on a subscription-based news website, they are prompted to subscribe to continue reading. This can lead to high bounce rates. Newsweek wanted to reduce this rate and encourage more people to subscribe.

An effective way to tackle this bounce rate is through the use of urgency messaging. Using Insider, Newsweek was able to welcome visitors with special subscription discounts, combined with time-limited offers, to encourage people to subscribe.

Not only does an increase in subscribers mean an increase in subscription revenue but (as long as they find the content engaging) these subscribers also become loyal, returning visitors that will drive up ad revenue. Publishers will receive payment for every ad they view. The more subscribers a site has, the more they will be able to charge advertisers for that valuable space on their pages.

**Newsweek PLUS**

Kup subskrypcję  
**1 Miesiąc Newsweek PLUS**  
 i oglądaj 3 wyjątkowe filmy  
 od

**KUP SUBSKRYPCJĘ >**

POZOSTAŁO  
**07** dni **12** godz. **20** min. **58** sek.

Samba

Dzikie Historie

Tylko Bóg Wybacza

Kupując subskrypcję Newsweek PLUS otrzymasz: 1 kod dla każdego filmu, do wykorzystania na VOD.pl  
 Dystrybutor filmów: **Gutek Film** | Dostępne w jakości **HD** | **Regulamin**

Wybierz subskrypcję

7 dni	7 dni	1 miesiąc	3 miesiące	6 miesięcy	12 miesięcy
<b>0,99 zł</b>	<b>5,99 zł</b>	<b>19,99 zł</b>	<b>49,99 zł</b>	<b>84,99 zł</b>	<b>159,99 zł</b>
<small>5,99</small>	<small>6,99</small>	<small>19,99</small>	<small>89,99</small>	<small>134,99</small>	<small>269,99</small>
<small>Platność cykliczna. Kolejny tydzień 5,99 zł</small>	<small>Oszczędzasz 25%</small>	<small>PROMOCJA Z VOD.pl Otrzymasz 3 filmy</small>	<small>Oszczędzasz 30%</small>	<small>Oszczędzasz 30%</small>	<small>Oszczędzasz 30%</small>
<b>KUP &gt;</b>	<b>KUP &gt;</b>	<b>KUP TERAZ &gt;</b>	<b>KUP &gt;</b>	<b>KUP &gt;</b>	<b>KUP &gt;</b>

## Increasing Pageviews with Content Recommendations

Newsweek wants to keep their readers engaged, and needs to offer them content that makes them click, and keep clicking. A very effective way to put relevant content in front of visitors is by providing automated recommendations, based on their on-site habits.

Insider's recommendation engine uses machine learning to identify the right content and automatically displays it to the right reader. This was an excellent solution to address Newsweek's challenge of increasing user engagement.

The screenshot shows a Newsweek article page with a content recommendation overlay. The overlay is titled "NASTĘPNY ARTYKUŁ" and lists four recommended articles:

- 63 dni chwały, czyli Powstanie Warszawskie w liczbach**
- Pedofil, nekrofil, sadysta. Leszek Pękalski będzie wolnym człowiekiem?**
- Walkiria 2016**
- Urodziny PKiN. To najbrzydszy czy najlepszy budynek Warszawy?**

The background article text is partially visible, mentioning "Newsweeka Historia" and "Newsweek PLUS".

## Keep Visitors Coming Back

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Once publishers have a healthy subscriber base and are offering those subscribers content that engages them, how can they make sure the subscribers keep coming back?

The answer is Web Push Notifications. These are notifications that alert readers to new content that may be of interest to them. Notifications are delivered directly to a user's browser, no matter what website they are viewing. A user can access the content instantly, simply by clicking on the notification which will take them directly to the article on the site.

This is an opt-in service, which is why securing visitor engagement in these previous steps is an essential foundation for the effectiveness of this process.

## Results

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Insider quickly became one of Newsweek's top five traffic acquisition platforms. The site saw a 40% uplift in user engagement (measured by pageviews and time spent on site), and a 23% reduction in bounce rate.



Insider is a multi-channel digital experience platform for marketers. Accessible from a unified data engine, Insider enables marketers to leverage personalization, predictive segmentation and real-time technologies to boost loyalty and digital growth.