

TACTIC: HIGH MODAL USER PAYWALL

OBJECTIVE

Las Vegas Review Journal wanted to grow digital subscriptions among users who were not likely to subscribe: 1) those who had already seen the paywall 7 times, and 2) those in the Stable Users engagement group, the lowest engagement amongst all the returning users.

APPROACH

- Users were segmented into the test using the criteria above for one month.
- 50% of users received an extended promotional offer, while the other 50% remained a 'business as usual' control group.

RESULTS

- A/B testing revealed a 0.38 percentage point lift in the conversion rate (.52% versus .14%). This is greater than a typical conversion rate for Fanatics of .36%.
- There was a negligible difference in non-promo conversions between the test and control group. 23 users in the test group subscribed to standard site offers versus 26 subscriptions in the control group.
- After two years, the net gain for permanently implementing the tactic is estimated to be \$72K* above the baseline.

*Assumption that monthly conversions remains constant with a 45% churn at time of first increase

3.5X
more
CONVERSIONS

271%
growth in the
**CONVERSION
RATE**

\$72K
incremental 2-yr
**CUMULATIVE
REVENUE**



Forecasted Cumulative Revenue	Baseline	Promo Tactic	Difference
6 Months	\$4,681	\$6,012	\$1,331
12 Months	\$18,804	\$31,491	\$12,687
24 Months	\$70,287	\$142,681	\$72,395