

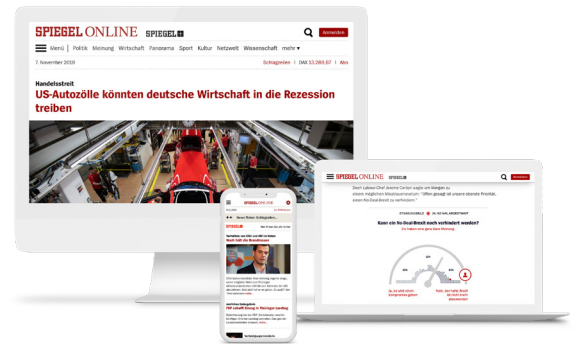
# How Spiegel Online acquired new subscribers for its paid offering



## Background

Spiegel Online is one of the most widely read German-language news websites with around 20 million monthly visitors. As well as print and web Spiegel Online also offers the most popular news app in Germany.

The news portal consistently invests in new journalistic formats and informs their audience with a wide range of newsletters, podcasts and special storytelling formats on topics such as politics, economics, sports, culture, science, tech and more.



## Challenge

Spiegel Online is looking for new solutions to attract new subscribers for its premium paid articles “Spiegel Plus”, which allows the publisher to increase its subscription revenues.

## Solution

Opinary’s conversion feature makes it possible for Spiegel Online to play out their own ads for “Spiegel Plus”. After voting on a poll, all Spiegel Online readers are shown a call-to-action to sign up for a special subscription offer.

## Impact

- Thanks to Opinary, Spiegel Online has so far been able to generate up to 1,500 test subscriptions per month.
- From April to October 2019, 7% of the test subscribers won via Opinary have continued paying for a full subscription.
- For Spiegel Online Opinary has been working well as another channel to generate new contacts. They are succeeding especially in opening the potential within the free section of their userbase, of which a large extent can be converted to paying subscribers via Opinary editorial banners.

“The cooperation with Opinary is worthwhile for many reasons - both from a journalistic and an economic point of view it brings extremely useful insights. The high commitment of our readers shows us that the widgets satisfy a genuine need and provide added value in terms of content - both for our readers and for our newsroom.

At the same time, we can use the widgets for profit by offering our readers a test subscription for our digital paid offering in a moment of interaction. This works quite well and has provided us with new insights on how to build a closer relationship with our readers.”



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