



HOW BELGIUM'S **LARGEST** PUBLISHER DRIVES **1,000** NEW PAID SUBSCRIBERS MONTHLY WITH **OPINARY**



"It's rare to find a tool that is instantly adopted by the newsroom because it's so easy to use and is equally popular with marketing because of the conversion rates.

*With **Opinary** we have a solution that is just as interesting from an editorial view, as from a marketing perspective."*

DIMITRI ANTONISSEN - Editor in Chief



COMPANY

HLN is Belgium's biggest publisher. The Dutch-language site sees an average of **37 million visitors** per month and covers national and international politics, showbiz, sports and lifestyle.



CHALLENGE

Build a relationship between **HLN's** newsroom and their audience and start meaningful conversations that lead to user loyalty.



SOLUTION

Use **Opinary** polls to start conversations with users and drive on-site engagement, plus conversions to paid subscriptions.



RESULTS

ENGAGE, UNDERSTAND & CONVERT AT SCALE: HLN starts conversations with **~600,000 users** every month and collects valuable opinion insights on important topics to get a sense of what their audience cares about most. They convert those users into loyalists with a **5%+ CTR** on post-voting banners and get **1000 new trial subscribers** every month.

INTRODUCTION

HLN is Belgium's most popular news site. Written in Dutch, the site sees an average of **37 million visitors** per month and is comparable to the likes of **USA Today** and **The Mirror** in the US and UK respectively. It covers a variety of topics including general news, national and international politics, showbiz, lifestyle and sport.

LOOKING TO DRIVE ENGAGEMENT WITH USERS, HLN REACHED OUT TO OPINARY

HLN was looking for a way to improve its relationship with its users and to better understand their sentiments. They wanted to bridge the gap between the newsroom and their readers, and reached out to **Opinary** to help them build these connections.

With their editorial team playing an active role in building creative questions, the team began embedding an average of 1 to 2 **Opinary polls** into articles each day, resulting in **1 million users** being engaged within the first **3 months of the partnership**.

The **HLN** team was then able to unlock real-time insights into how their users think on topics ranging from **Ryanair's** baggage policy to the **US Midterms** and use them to inform further coverage. They collected over **150,000 votes** on a single poll asking readers about a divisive piece of legislation. They then used the results to write an article which became their most read feature of the day.

5.32%

Banner CTR

24%

Signed up

1,000

New trial subscribers

WORKING WITH OPINARY DRIVES UNPRECEDENTED CONVERSION RATES TO PAID SUBSCRIPTION PRODUCTS

While engaging their audience, **HLN** also viewed the **Opinary** relationship as an opportunity to drive them further down the subscription funnel. Utilizing **Opinary's** post-voting conversion elements, **HLN** thanked readers for sharing their view and gave them the option to sign-up for **HLN's** subscription product. **5.32% of all users** who participated in **Opinary** polls then clicked through to the subscription offer. Of those users, **24% signed up** for the their paid product offer, leading to **1,000 new trial subscribers** each month.

1 MILLION USERS



150,000 VOTES

