

How Brazilian publisher Gazeta Online grew subscriptions by 105% ...

... and prepared for Brazil's new privacy laws simultaneously

Key results

- Even publishers with robust in-house teams get a quicker start with Cxense's customizable, **out-of-the-box solutions**.
- Gazeta Online framed their first 90-days with Cxense DMP and Conversion Engine as an experiment with few hard goals, laying the groundwork for future campaigns with early learning. Early results are impressive: Subscriptions are up **105 %**. Registrations have increased by **208 %** and content consumption among all readers is up by **85 %**.
- The publisher's tiered strategy allowed them to **address each audience** based on its behavior and the publishers' need to maintain traffic while **growing opt-in accounts**.
- Gazeta Online used **propensity modeling to score readers** based on their behavior and other social and demographic information. Working with a dynamic paywall, they were able to see which content thresholds worked among those likely (and unlikely) to sign up.

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Carlos Dutra,
Scrum master, Gazeta Online

Until recently, Brazilian publisher Gazeta Online didn't have to worry much about GDPR. Their substantial audience —3.3 million users in Espirito Santo, pop. 3.97 million—doesn't fall under those new European regulations. Still, they watched closely as European and American publishers forged first-party data strategies that spotlighted audience quality over quantity.

Now, Gazeta Online is preparing for Brazil's own data privacy regulations, set to go into effect in 2020 already. Since November 2018, the publication has been testing personalized content and messaging to inspire more readers to register and subscribe. By expanding its first-party data set, Gazeta Online is betting that when cookies get (even more) complicated, their partners will pay for premium, privacy-compliant advertising.

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They began by segmenting their audience into three segments: light users (those who visited one page per month); medium users (those who visited 2-14 pages per month); and heavy users (those who visited 15 pages or more).



A robust team gets a quick start

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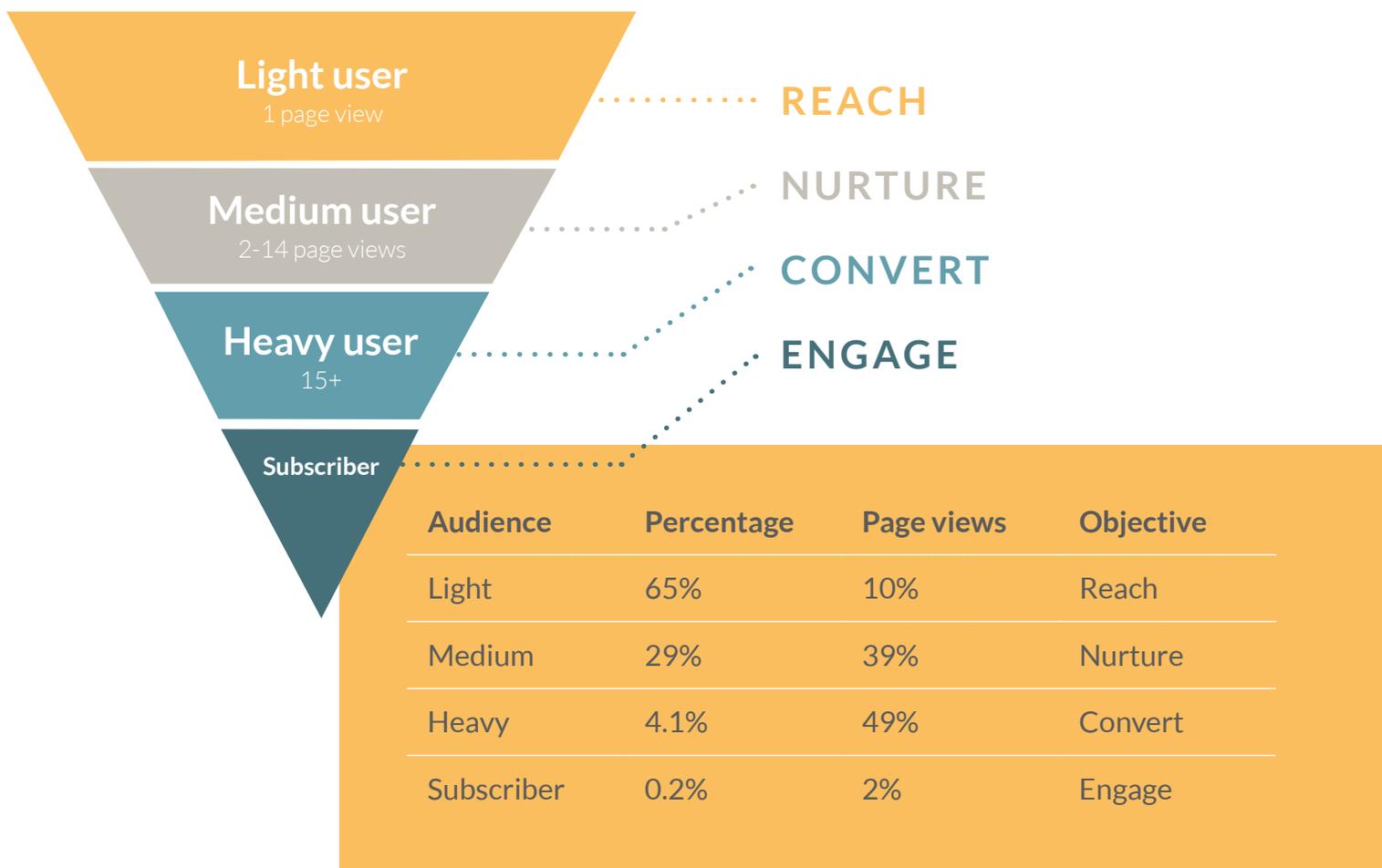
The publisher's data science unit began by researching audience behavior. While average audience metrics were fine for sales collateral, the team wanted to understand how different kinds

of visitors really engaged with their content. They began by segmenting their audience into three segments: light users (those who visited one page per month); medium users (those who visited 2-14 pages per month); and heavy users (those who visited 15 pages or more). Then they laid out a strategy to boost page views among fly-by users while pushing medium and heavy users closer to conversion without losing them to an inflexible paywall.

The publisher already had a hard paywall in place, but to test the data team’s strategies they would need a dynamic solution. Gazeta Online had been using Cxense’s personalized content recommendations since 2013 and has seen significant engagements boost over time. So the five-person team decided to level up with Cxense, implementing the full platform in just 20 days.

Using Cxense DMP, the publisher can now segment its audience and serve targeted messaging while the Insight dashboard allows them to analyze real-time results. But the solution that made the biggest difference was Cxense Conversion Engine, a technology that allowed the tech team to create a fully personalized experience and dynamic paywall. Conversion Engine serves and A/B tests conversion messaging and recommended content to Gazeta Online’s different reader segments at pivotal points in their consumption journey.

Objectives by Segment



A tiered strategy pays off

Fly-by users, for example, could be directed to trending topics—breaking news, short entertainment briefs and other content readily available on other sites. Medium and heavy users, however, were different animals altogether. Medium users drive a substantial amount of page views, and it was important to maintain that traffic. To do so,

the team allowed medium users to see five free articles before prompting them to register, at which point they would be allowed to see 10 more stories. The hope is that medium users will continue to consume the average 15 stories per month while whetting the appetite for a subscription with a taste of premium content.

Heavy users, by contrast, would be pushed aggressively toward conversion. The technology team is applying Conversion Engine's propensity modeling to that challenge, scoring individual readers according to 60 attributes, then gating content accordingly. Readers who are most likely to subscribe, get just three articles before the paywall drops, while those most unlikely to subscribe, get 10 or more.

"Thanks to Cxense, our teams were able to work together seamlessly to collect data, set strategies and test them in record time," Dutra said. "Now we can enter a new era of privacy regulation, confi-

dent that we can use our data in a profitable, compliant way."

Early results are impressive: Subscriptions are up 105 percent. Registrations have increased by 208 percent and content consumption among all readers is up by 85 percent. This suggests that only Gazeta Online have more first party-data on hand when data regulations go into effect, giving the publication a unique ability to sell through and deliver customizable, premium campaigns. What's more, they may be able to deliver on those campaigns more quickly thanks to increased page views.

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Scrum master, Gazeta Online

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