

## About Business Insider and BI Prime:

Insider Inc. is the publisher of Business Insider and INSIDER, a pioneering lifestyle brand. Launched in 2007, Business Insider, with 17 global editions, is the most popular business news brand in the world in terms of reach. Insider Inc. properties reach more than 350 million unique monthly visitors across all platforms and generate more than 3 billion video views each month. In late 2017, Business Insider rolled out a consumer subscription product: BI Prime. With this 'freemium' model, the majority of the news remains available to readers free of charge, while selected articles can only be accessed by paying subscribers.

### RESULTS

In partnership with News Consumer Insights, Business Insider was able to grow their consumer subscriptions business successfully:

- **>150% subscription revenue in one quarter**
- **>40% higher share of long-term subscribers in 2 months**

## About News Consumer Insights:

The [News Consumer Insights](#) framework and dashboard emerged out of a series of findings from Project Fuse. Project Fuse was an initiative in 2017 to help publishers better understand their audience segments — and the value of individual users — to inform data-driven, decisions on audience growth.

# News Consumer Insights and Business Insider: Launching and growing a successful freemium subscription model

In the era of online news consumption, many publishers are looking for new ways to create deep relationships with their readers as a method to financially support their operations. Variations of different digital subscriptions models are one of the potential solutions.

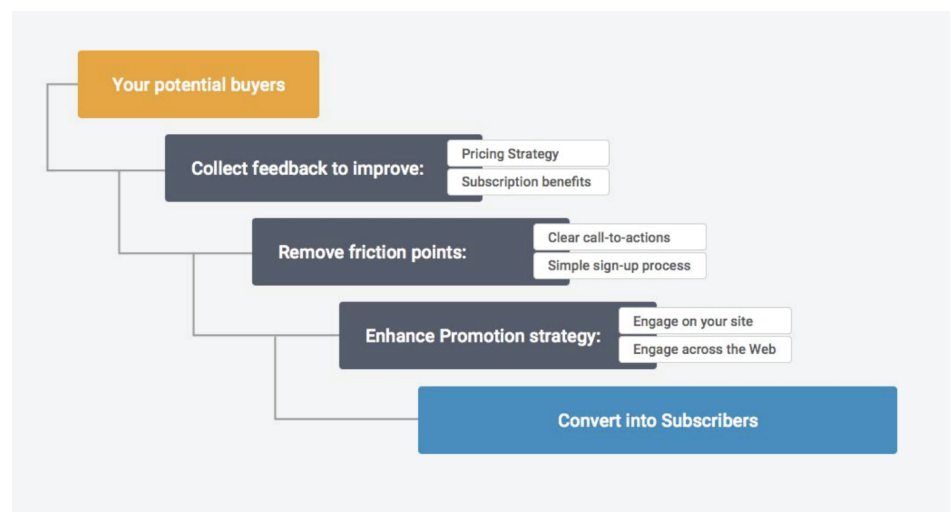
To launch a successful subscription strategy, two barriers that publishers face include understanding what readers want and expect when they subscribe and how to simplify the sign up process to remove friction and promote different subscription offerings.

With the launch of their free, premium subscription offering, BI Prime, Business Insider overcame many of these challenges. The News Consumer Insights framework and recommendations enabled the Axel Springer company to build the foundation of a successful consumer subscription business and drive their "freemium" subscriptions strategy.

## News Consumer Insights: recommendations to drive more consumer revenue

Leveraging the [News Consumer Insights report](#), the BI Prime team was able to identify opportunities to optimize Business Insider's reader funnel and grow the potential subscriber base by implementing audience development tactics inspired by News Consumer Insights .

The [Consumer Revenue best practices](#) chapter from the News Consumer Insights playbook, offers the following framework:



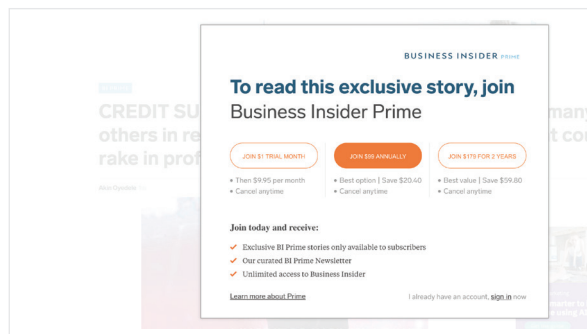
Here are the main optimizations that were uncovered and implemented:

### 1) Optimizing the subscription value proposition via Google Surveys

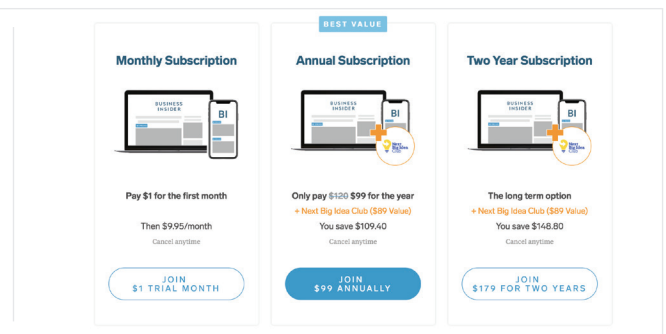
Using Google Surveys, Business Insider was able to gain insights directly from their readers. The BI Prime team asked Business Insider users questions related to subscription such as expected benefits and propensity to subscribe.

### 2) Optimizing the conversion funnel by removing friction on the subscription prompt and landing page

The Business Insider team tested and optimized different subscription prompts based on News Consumer Insights best practices (Call-To-Action shape, position and colors etc...). The same methodology was applied to the main subscription landing page. Loading times and search discoverability were also addressed to improve landing page performance.



Bi Prime redesigned prompt



Bi Prime redesigned landing page

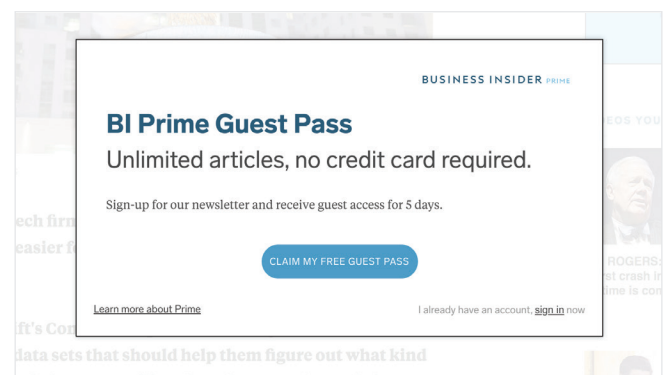
### 3) Growing BI Prime buying intent via free short-term trials

The BI prime team opted in for a free-trial approach by offering "Guest Passes," a free subscription trial, via a newsletter sign-up.

### 4) Leveraging Google Ad Manager and GA 360 integration to support subscription promotion strategy

As a Google Ad Manager partner, Business Insider ran their own BI Prime promotional ads on their site, targeted to Google Analytics' potential subscribers audience segment to boost subscription awareness and conversion.

Following our partnership, Business Insider improved their consumer subscription revenue by 150% in one quarter and their share of long-term subscribers by 40% in 2 months.



Bi Prime free trial prompt

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Thanks to News Consumer Insights' recommendations, we managed to accelerate our consumer subscription growth in a very meaningful way. Their insights and benchmarks helped to shape our product strategy and provide our users with a way better experience than before.

CLAUDIUS SENST,  
HEAD OF CONSUMER SUBSCRIPTIONS AT BUSINESS INSIDER

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