

# Reader Loyalty Engine

## Turn your media website into a loyalty engine to increase revenue from subscriptions.

Your homepage is what determines your brand's image. It's what your editors focus on, it's where your readers are motivated to return but also where they lose their engagement if you show the wrong content. Create value and bring subscriptions in through your homepage with Froomle's Reader Loyalty Engine.

Homepage

Article page

Email

Push

INCREASE  
SUBSCRIPTIONS

Challenge

Advertisement revenues are decreasing. Free news is everywhere, even if of poor quality. Your newsroom writes great premium articles, but you don't succeed in getting readers to become paying subscribers. Your page is designed to optimize efficiency and news value but not to generate subscriptions.

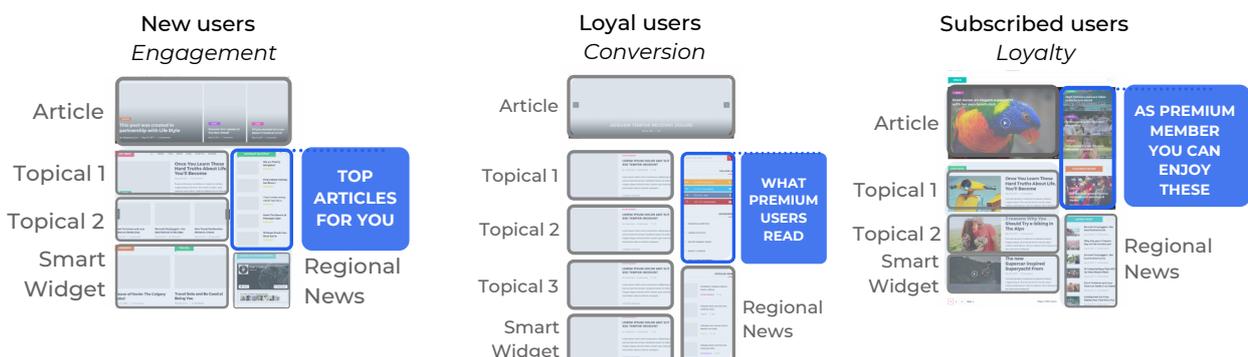
Solution

Show readers the most relevant articles and lead them to where you want them to be: **happy, loyal, and paying.**

With the 'Reader Loyalty Engine' you can show:

- Relevant free content for readers with a low propensity to subscribe;
- A list of premium articles to non-paying but highly engaged readers to convince them to subscribe;
- Highly engaging paid content for subscribed users to keep them engaged.

All three optimized for relevance for each and every reader - automatically.



## BENEFITS

**Get more subscriptions brought through this personalized block (Attribution).**

**Increase subscription rate of non-paying readers (Conversion).**

**COMPATIBLE WITH** For optimal results, it is best used with our Reader Propensity to Subscribe, Reader Propensity to Churn, Subscription News Machine & Reader Retention Machine.

**PERFECT FOR** Large Newsrooms having a combination of free and paid content that want to increase revenue from subscriptions.

### How to use it?

As it will be key in your loyalty strategy, this widget belongs high on your homepage or in your high-volume mailings. Here are some tips:

- Integrate the same block in daily emails targeting unsubscribed users to reap more benefits;
- Make sure the block is visible, and readers can easily view the headline and article abstract.
- Less is more. Show 3 articles rather than 10 to avoid choice overwhelm.

### Get started

To get started, share the data that you already have, such as:

- User identifiers and online events, such as page views, impressions, clicks, and subscriptions. The more readers for which identifiers (log in or cookie) are known, the better.
- Your article feed including labels on paying articles and as much metadata as possible to enable us to identify the features that impact conversion, such as title, abstract, text, length, and similar.

For detailed info on the set up visit [docs.froomle.com](https://docs.froomle.com).

Send us an email at [demo@froomle.com](mailto:demo@froomle.com) to get started.