
Growing subscriptions amid rising competition on a maturing market through innovation

Peter Nagy
CMO of Petit Press

SME

About us

- **Petit Press, 2nd largest news media house in Slovakia**
- 21M EUR in revenue last year
- cca 500 employees with about 200 journalists

- **SME.sk - largest newsbrand of the company, 2nd most visited serious news web**
- cca 2.4M monthly RU (about 65% of internet users in Slovakia)
- cca 100M monthly PV
- launched our first paywall in 2011

Digital subscription strategy

- We use freemium paywall model with about 20% articles locked from a total of 10000 published each year.
- Very fast and easy to use check-out page with 1 click + e-mail to buy a subscription
- We use open-source CRM financed by Google – REMP
- Currently we have 60000 subscribers

Predplatte si SME.sk

Pridajte sa k viac ako 56 000 predplatiteľom najväčšieho spravodajského denníka na Slovensku.
Za cenu jedného predplatného čítajte obsah aj na weboch Korzár, MY, Sportnet a Slovak Spectator.


1. Vyberte si typ predplatného:

	Najobľúbenejšie Prémium bez reklamy	Prémium	Standard
	2,00€ / týždenne	1,50€ / týždenne	1,00€ / týždenne
Vypnutie reklamy v aplikácii a webe SME.sk	✓	✗	✗
Prístup k prémiovému obsahu na Blog.SME.sk	✓	✓	✗
Bezplatné sťahovanie stoviek e-knín	✓	✓	✗
PDF verzia SME, Korzár, MY a Slovak Spectator	✓	✓	✗
Prístup k platenému obsahu aj v aplikácii SME.sk	✓	✓	✓
Počet zariadení s prístupom k obsahu SME.sk	6	6	3
Ostatné výhody	✓ VYBRANÉ	VYBRAŤ	VYBRAŤ

2. Vyberte si dĺžku predplatného:

- 2 roky** **99,90 €** **-52 %**
0,96 € týždenne Ušetríte 109 €
- 1 rok** **59,90 €** **-43 %**
1,15 € týždenne Ušetríte 45 €
- 4 týždne** **8,00 €**
2,00 € týždenne

3. Vyberte si spôsob platby:

- Platba kartou** 
Predplatné sa aktivuje okamžite. Platba sa bude automaticky opakovať. Opakovanie môžete kedykoľvek zrušiť. Ak nebudete spokojný, nevyčerpanú časť predplatného vám vrátime.

[Vybrať iný spôsob platby](#)

4. Vyberte spôsob prihlasovania:

Momentálne ste prihlásený ako **bigbangsro@gmail.com**

Garancia vrátenia peňazí:

Ak nebudete s predplatným SME.sk spokojný, môžete ho kedykoľvek zrušiť.
Na účet vám vrátime nevyčerpanú časť predplatného.



Zaplatením potvrdíte oboznámenie sa s [VOP](#) a [Zásadami OoU](#).

DOKONČIŤ A ZAPLATIŤ 59,90 € >


SME


Our products

- Standard product – 4 EUR / 4 Weeks or 39,99 / 1 Year or 69,99 / 2 Years - national daily news, interviews, sports, culture
- Premium product – 6 EUR / 4 Weeks or 49,99 / 1 Year or 89,99 / 2 Years – e-books, PDF copy of our daily print paper, special features in comments section
- Premium w/o display ads product – 8 EUR / 4 Weeks or 59,99/ 1 Year or 99,99 / 2 Years – all of the above + no display ads on our sites


Our marketing strategy and principles

- Readers must always find a direct and easy way to our check-out page – 40+ tracked placements

DAROVAŤ PREDPLATNÉ  POST.sk   peter.nagy@petitpress.sk

 Darček s myšlienkou:
Darujte blízkym
predplatné SME.sk

ian

VIDEO AUTO TECH ŽENA ZDRAVIE BLOG  MENU 

zi Словаччини | Energetická kríza | Newsletter **POST.sk**

**ko kšeft a pekny
i sa nenašiel**
/ Slované ukázať, čo sa

**echce zazmluvniť
h. Dôvodom je**

u Penty.
7

**dpájajú od
ovori o časovanej**

kojov.
30

**a. Moderná liečba
nás**
iž v predaji. I so
zdplatiťeľov.

13:21 | Domov

Dôležité Podnik Tepláreň čelí nenávisným činom dlhodobo. "Vyhrážky sa objavujú na sociálnych sieťach, plujú nám na dvere, strhávajú dúhovú nálepku z dverí," povedal majiteľ baru na Zámockej, kde v stredu po strelbe zomreli dvaja muži. [Čítaj ďalej](#)

13:20 | Domov

Generálny prokurátor Žilinka zaslal reakciu na strelbu na Zámockej ulici až po položených otázkach. Po autonehode na Zochovej, pri ktorej zomrelo päť ľudí, napísal Žilinka samostatný status, v ktorom vyjadroval sústrasť rodinám obetí. [Čítaj ďalej](#)

13:13 | Regióny

Vodič z Kamenice nad Čirochou ignoroval pokyn na zastavenie a namieril si to priamo na policajta. Ten musel uskočiť do protismeru. Hliadka auto zastavila až na druhýkrát, vodič nafúkal takmer tri promile.

SME MINÚTA - VIAC SPRÁV

 13:50 | Dedovizeň

 13:15 | Kobra 11 XX (14)

SME Prémium

**Odomknite si
všetky články na
SME.sk už od**

**0,86€
týždenne**

Kúpiť predplatné

Vypnúť reklamu 

SME

Our marketing strategy and principles

- Always-on digital marketing campaigns

The screenshot shows the SME website homepage. At the top, there are navigation links for 'Správy', 'Služby', 'SME Minúta', 'Noviny na webe', 'E-knihy', and 'Regionálne voľby 2022'. A green button 'KÚPIŤ PREDPLATNÉ' is visible. The main header features the SME logo and the text 'SME Domov' with the date 'Štvrtok, 13. október, 2022 | Meniny má Koloman'. Below this is a red navigation bar with categories like 'SME.SK', '19°C', 'SME MINÚTA', 'DOMOV', 'REGIÓNY', 'INDEX', 'SVET', 'ŠPORT', 'KOMENTÁRE', 'KULTÚRA', 'VIDEO', 'AUTO', 'TECH', 'ŽENA', 'ZDRAVIE', 'BLOG', and a 'MENU' button. A secondary navigation bar includes social media links and a 'POST.sk' button. The main content area features several article teasers: 'Schodiskový výťah FLOW X - novinka na Slovensku', 'OčakÁVate veľa? Tak stavte na kvalitné espresso De'Longhi z DATARTU.', and 'Zošívanie prasklín na múroch.'. A 'NAJČÍTANEJŠIE NA SME DOMOV' section lists three articles. A 'SME Prémium' banner is prominently displayed, offering a 43% discount on the annual digital subscription. The banner includes the headline 'Aby sme za dezinformácie neplatili vyššiu cenu' and a 'Kúpiť predplatné' button.

This screenshot is similar to the previous one but features a large, semi-transparent 'SME Prémium' banner overlaid on the main content. The banner has a white background with a dark border and contains the following text: 'SME Prémium', 'Aby sme za dezinformácie neplatili vyššiu cenu', 'Kúpte si ročné digitálne predplatné v časovo limitovanej výhodnej ponuke so zľavou až -43%', and 'Kúpiť predplatné'. It also features a circular badge that says 'Zostávajú 3 týždne' and an image of a person. The background of the banner shows a blurred view of the website's content, including a 'ROZHOVOR SA AN...' article and a 'Vojna na Ukrajine' section. The banner is positioned over the main content area, partially obscuring the article teasers and the 'NAJČÍTANEJŠIE' section.

Our marketing strategy and principles

- No promo offers!
- Unless it's our birthday :-)



A promotional banner for SME celebrating their 29th birthday. The banner features a white background with colorful confetti and streamers. At the top right, there is a close button (X). The main text reads "SME" in red, followed by "29 rokov, 29 eur" in large black font. Below this, it says "Oslávte s nami narodeniny a kúpte si predplatné SME.sk za narodeninovú cenu len 29 € so zľavou až do 53 %". A green button with white text says "VYBRAŤ NARODENINOVÉ PREDPLATNÉ". At the bottom, it says "Akcia platí už len:" followed by a countdown timer showing "02 dni", "23 hodín", "45 minút", and "20 sekúnd".

SME

29 rokov, 29 eur

Oslávte s nami narodeniny a kúpte si predplatné SME.sk za narodeninovú cenu len 29 € so zľavou až do 53 %

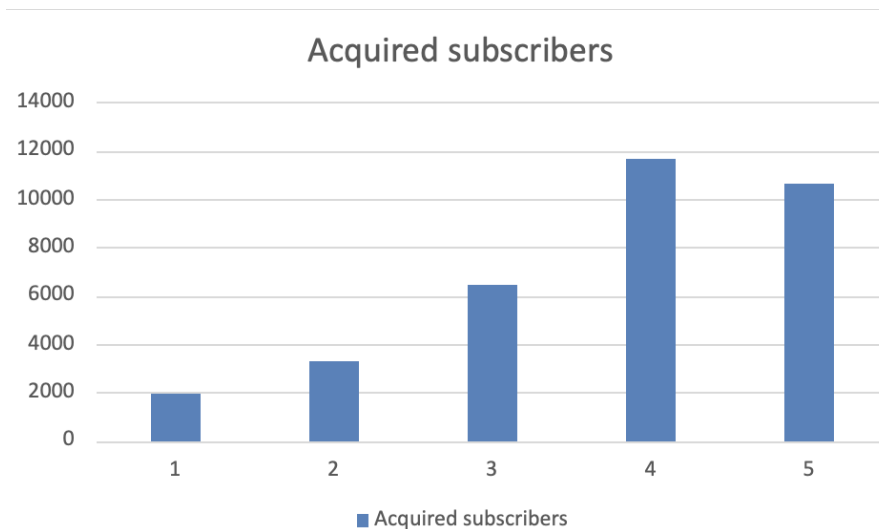
VYBRAŤ NARODENINOVÉ PREDPLATNÉ

Akcia platí už len:

02 dni 23 hodín 45 minút 20 sekúnd

Our marketing strategy and principles

- We offer a large discount on our prices only once per year – Black Friday style. We started with a promotion available only on the day of our birthday, 15th of January. This year the promotion lasted for a week.



Our latest tests

- **Brand ambassadors**

- Hypothesis: Will our readers share a free subscription with their friends?
And after the free subscription, will they buy a subscription?

- **12 Weeks for 12 Euros**

- Hypothesis: How price sensitive are our power users compared to our regular users?

- **(Not so) Smart retargeting**

- Hypothesis: How can we retarget our users with a CPA as low as possible?

Brand ambassadors

- **Format:** Direct mail campaign
- **Benefit:** Unique coupon for a free subscription for 7 days
- **Benefit Spec:** Redeemable only once by non-active subscribers, after free subscription ends, we follow up with standard winback schemes
- **Segments:** Subscribers / Former Subscribers / Registered users

Brand ambassadors - results

- **Registered users**

- E-mails sent: 278000
- E-mails opened: 48000
- Activated coupons: 1462
- Bought subscription: 19

- **Current Subscribers**

- E-mails sent: 50000
- E-mails opened: 27000
- Activated coupons: 438
- Bought subscription: 123 – conversion **28%**

- **Former Subscribers**

- E-mails sent: 65000
- E-mails opened: 20000
- Activated coupons: 1570
- Bought subscription: 96

Brand ambassadors – key takeaway

When our subscribers shared the benefit with their friends, their friends were much more likely to become subscribers themselves.

Next steps: Let's make it as easy as possible to share and activate the coupon.

12 Weeks for 12 Euros

- **Format:** Display campaign
- **Benefit:** Premium w/o ads for 12 weeks for 12 euros (50% discount)
- **Segments:** Former subscribers, Registered users, Registered user who visited premium content at least 3 times last 30 days, Registered user who saw paywall more than 12 times in the last 30 days

12 Weeks for 12 Euros - results

- **Registered user:** 8500 impressions, 4 sales
- **Former subscriber:** 6800 impressions, 4 sales
- **Reg user 12 PV / 30 Days :** 150000 impressions, 13 sales
- **Reg user 3 PV / 30 Days:** 24000 impressions, 20 sales

12 Weeks for 12 Euros - key takeaway

The most hardcore (non-sub) power users are used to see the paywall and are ok with the amount of content they see before the lock.

Next steps: Test the amount of text before the paywall, so readers will be more inclined to buy a sub

(Not so) Smart retargeting

- **Format:** Fully functional roll-up creative, only on-site
- **Benefit:** None
- **Segments:** Every user who visited our check-out page in the last 7 days at least once, cannot have an active subscription,

(Not so) Smart retargeting - preview

The screenshot shows the SME.sk website interface. At the top, there is a navigation bar with categories like SME.SK, 19°C, SME MINÚTA, DOMOV, REGIÓNŤ, INDEX, SVET, ŠPORT, KOMENTÁRE, KULTÚRA, VIDEO, AUTO, TECH, ŽENA, ZDRAVIE, and BLOG. Below the navigation bar, there are three featured articles with images and prices: Bronislav Sobotka (40 €), Cyril Hrach (39 €), and a woman (0 €). The main content area features a headline "Vojna na Ukrajine" and a sub-headline "SME Minúta: Spojenci prisľúbili dodať Ukrajine pokročilé zbrane protivzdušnej obrany". There are also smaller articles about India's tanks and Russian cyberattacks. A "SME MINÚTA" section is visible, along with a "NAJČÍTANEJŠIE" (Most Read) section listing a news item about a shooting in Bratislava.

Zatvoriť ✕

Odomknite si SME.sk so zľavou až -52% len do 31.10.

1. Vyberte si typ predplatného:

Najobľúbenejšie		
Prémium bez reklamy	Prémium	Štandard
2,00€ / týždenne	1,50€ / týždenne	1,00€ / týždenne

SME

(Not so) Smart retargeting- results

Running

Revenue / 1000 imp.

4 months

3,5 EUR

CTR

No additional costs

~0,05%

(Not so) Smart retargeting - Key takeaway

If our users have already expressed their interest/intent in buying a subscription, then showing them our check-out page again increases the chance of them converting.

Next steps: Test out different versions of the creative to raise the CTR

What works for us

- While possibly sacrificing some growth, we keep a close eye on profitability of our subscription product
- Our ad sales continue to decline so a steady growth of subscription revenue is more important than ever
- Our main goal is the revenue, number of subscribers comes as a close second goal
- We test new ideas practically every week

Thank You!

Peter Nagy

peter.nagy@petitpress.sk, +421 904 016 660

SME