

# Meter Success Story

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# Overview & Goals

- Goal was to grow the audience base
- Opportunity to convert anonymous traffic into 1st party data
- Spike in traffic to websites
  - Becker's websites: visitors up 20% from September 2019 to February 2020 and up 67% from September 2019 to March 2020

# Considerations

- Concerns about traffic due to display advertising
- Keep the content free

# Implementation

- Implemented a five step “soft” gate promoting unlimited content access (reduced to 3 steps after a few months).
- Used a new Sign up form and a Manage Preference form
- Meter never “blocked” the content...

# Soft Gate Meter



# Soft Gate Messages

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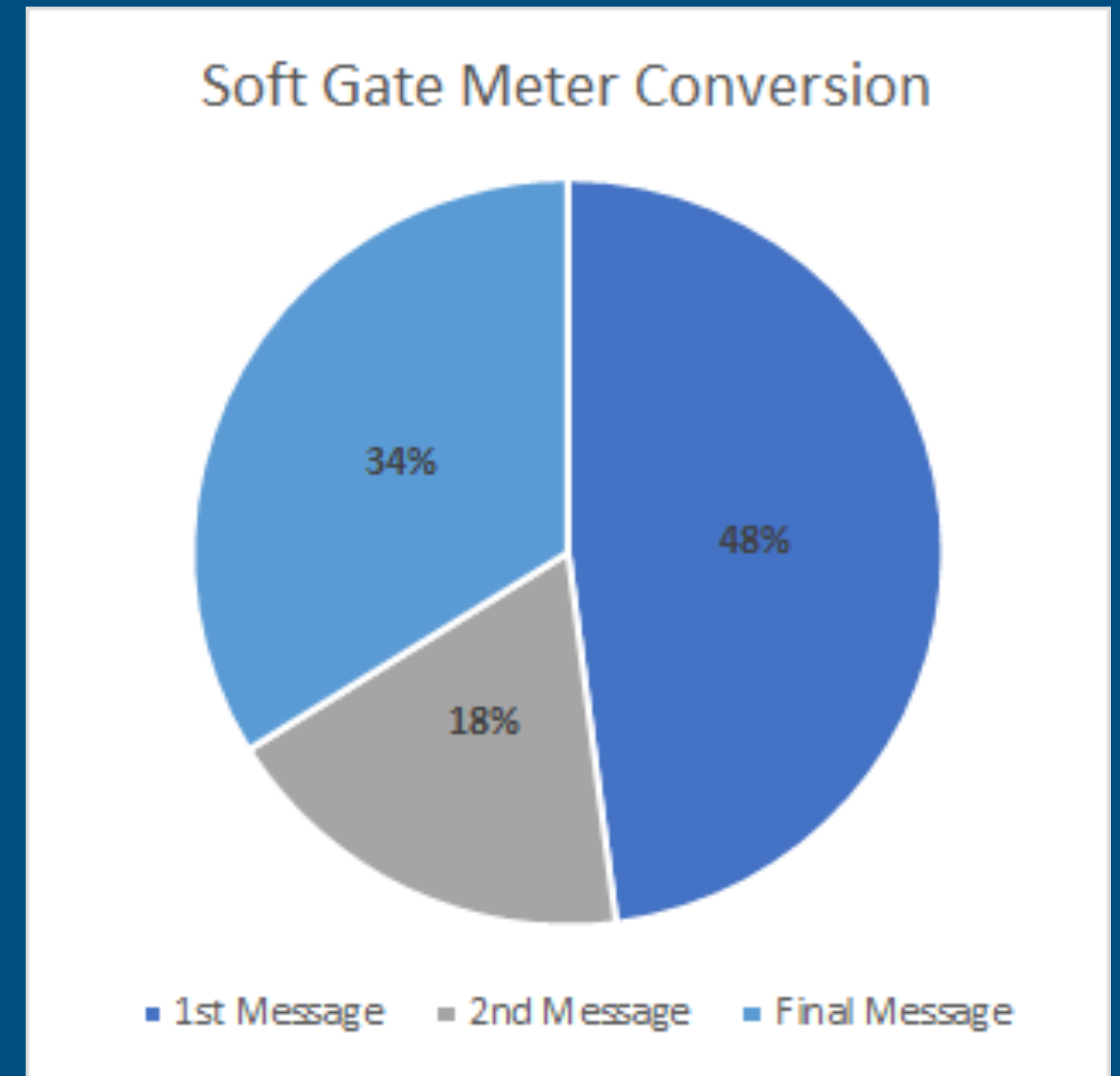
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# Results



# Results

- First 2 months gained 7,900 new readers; now 15,400+
- On average, customers averaged 5.3 products per opt-in; now 7.3
- First 2 months gained 42,000 new total product opt-ins; now 112,400
- First meter message generated 34% of the conversions
- Last meter message generated 48% of the conversions





# What we learned along the way...

- Reader Experience
- Cross Domain Tracking
- Launching New Meters

## Resource Links:

[The Five-Step Guide to Metering Success Story](#)

Questions?



Thank You

