

Frankfurter Allgemeine Sunday Newspaper Increases Print Subscriptions with Outbrain



Overview

Frankfurter Allgemeine Sonntagszeitung (F.A.S.) is one of Germany's leading weekend papers, providing astute analysis and trustworthy commentary on the latest news in business and politics. In order to win new subscribers for its print edition, F.A.S. relied on Outbrain, the leading native discovery platform.

Solution

A big advantage for publishers using Outbrain to generate print and digital subscriptions is the affinity its users have for high-quality content. Native Discovery appeals to audiences on premium publications and reaches them at the very moment they are open to new content. Outbrain's range of targeting tools and proprietary interest data ensures that readers receive recommendations on the topics that interest them most.

To generate print subscriptions, F.A.S. used Outbrain's Interest Targeting feature to leverage interest insights and distribute content to people who are most likely to engage. Based on F.A.S.'s target group, users with a specific interest in business & finance topics received subscription recommendations.

Results

The campaign delivered new subscribers efficiently and at scale, while F.A.S. reduced acquisition costs by 41% compared to regular campaigns. Furthermore, the conversion rate for its print subscription service increased by 69%.



-41%
CPA Reduction for Subscription Registrations with Interest Targeting

+69%
Increase in Conversion Rate with Interest Targeting

"The F.A.S. is a publication for readers who are particularly interested in high-quality news and reports from business and politics. Outbrain's interest targeting allowed us to address exactly this target group. We were able to significantly reduce our acquisition costs."

Nihan Meral, Lead Generation Manager, Frankfurter Allgemeine Zeitung

Contact your Outbrain representative to learn more about subscription campaigns.