



Study of readers' behavior with premium content



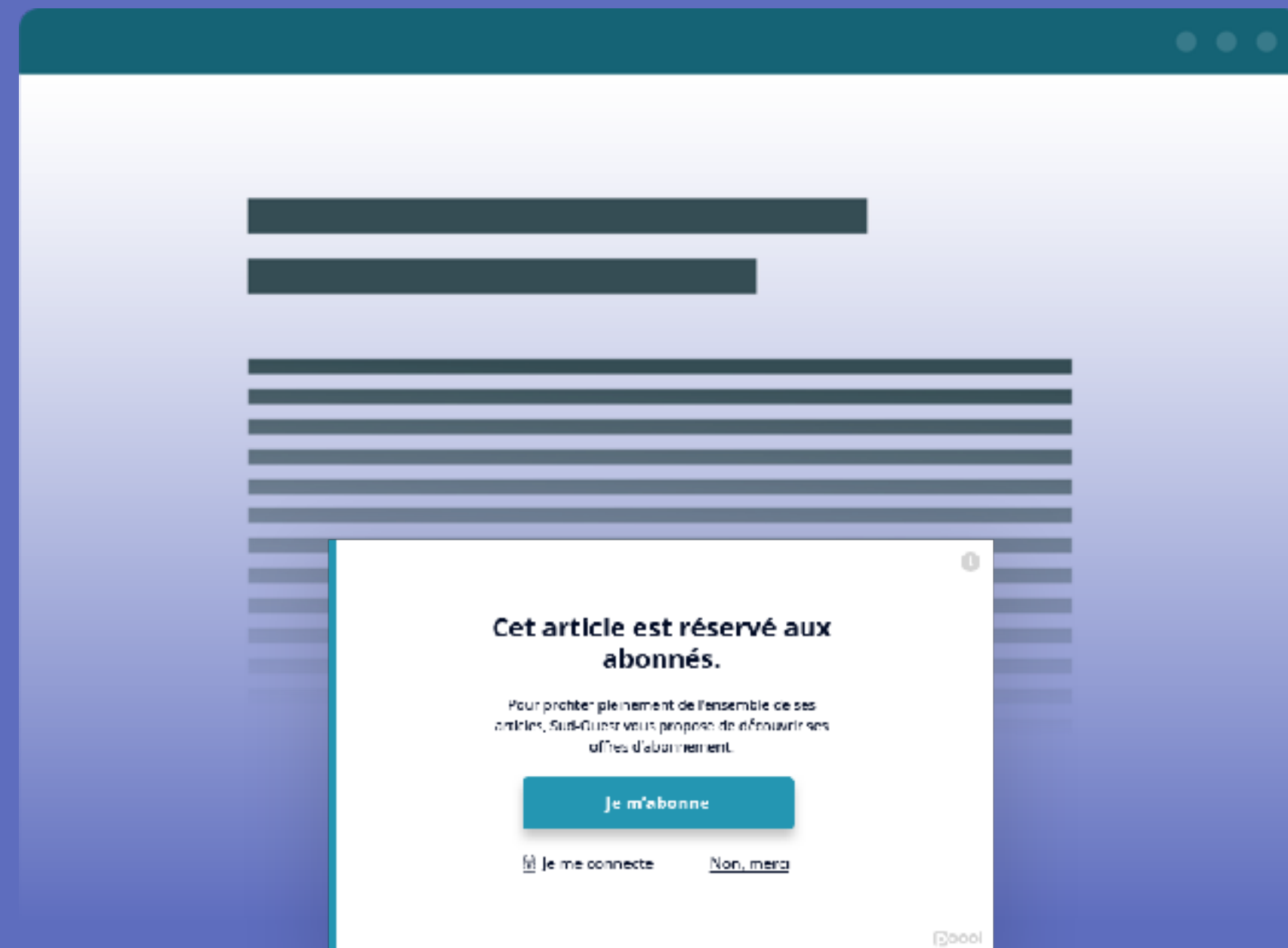
EXAMPLE

About the study



Study aim

EXAMPLE



Principle

Analyze readers' behaviors on the site, especially with premium content

Benefit

Give you more data to improve your monetization strategy

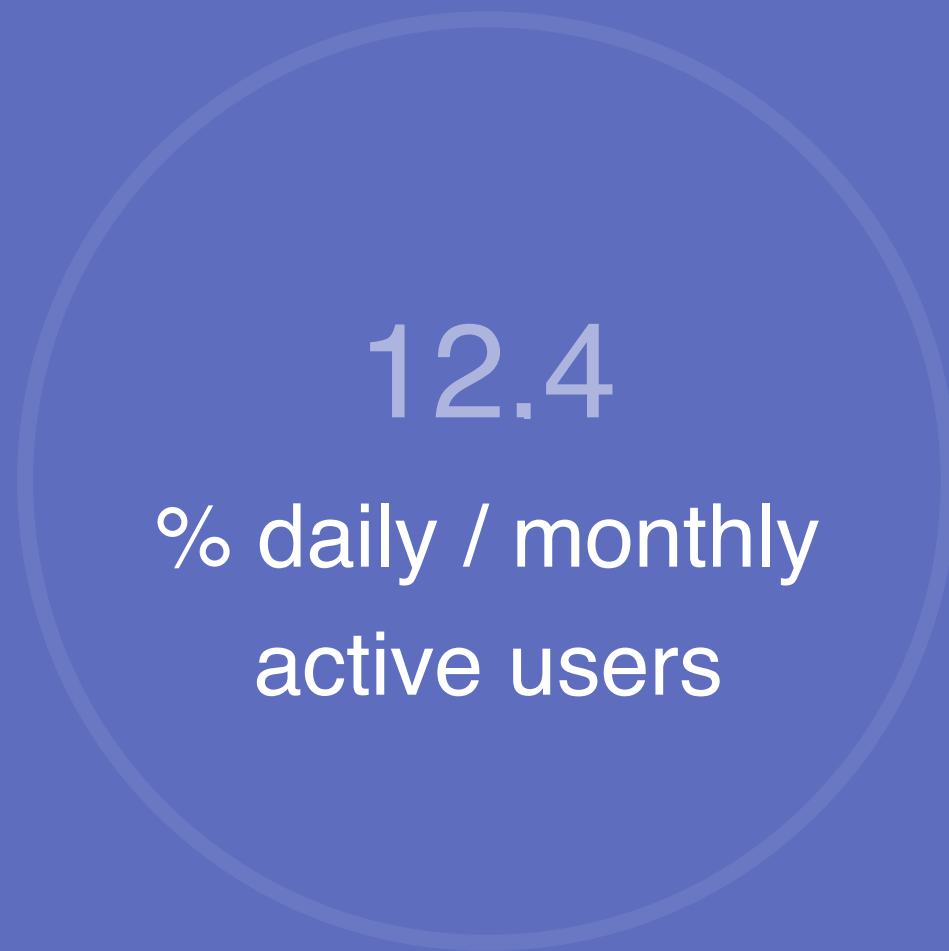
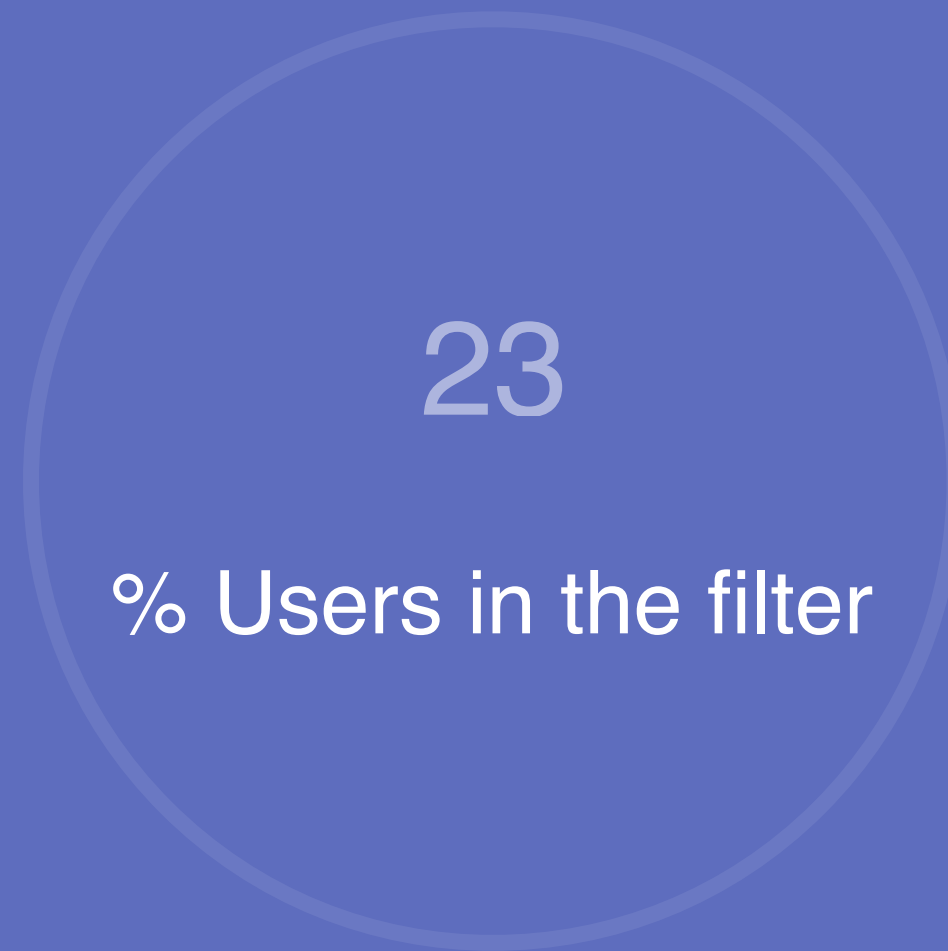
Prerequisites

Embed the Pool JS script on every pages

Engagement with your site

EXAMPLE

Data collected



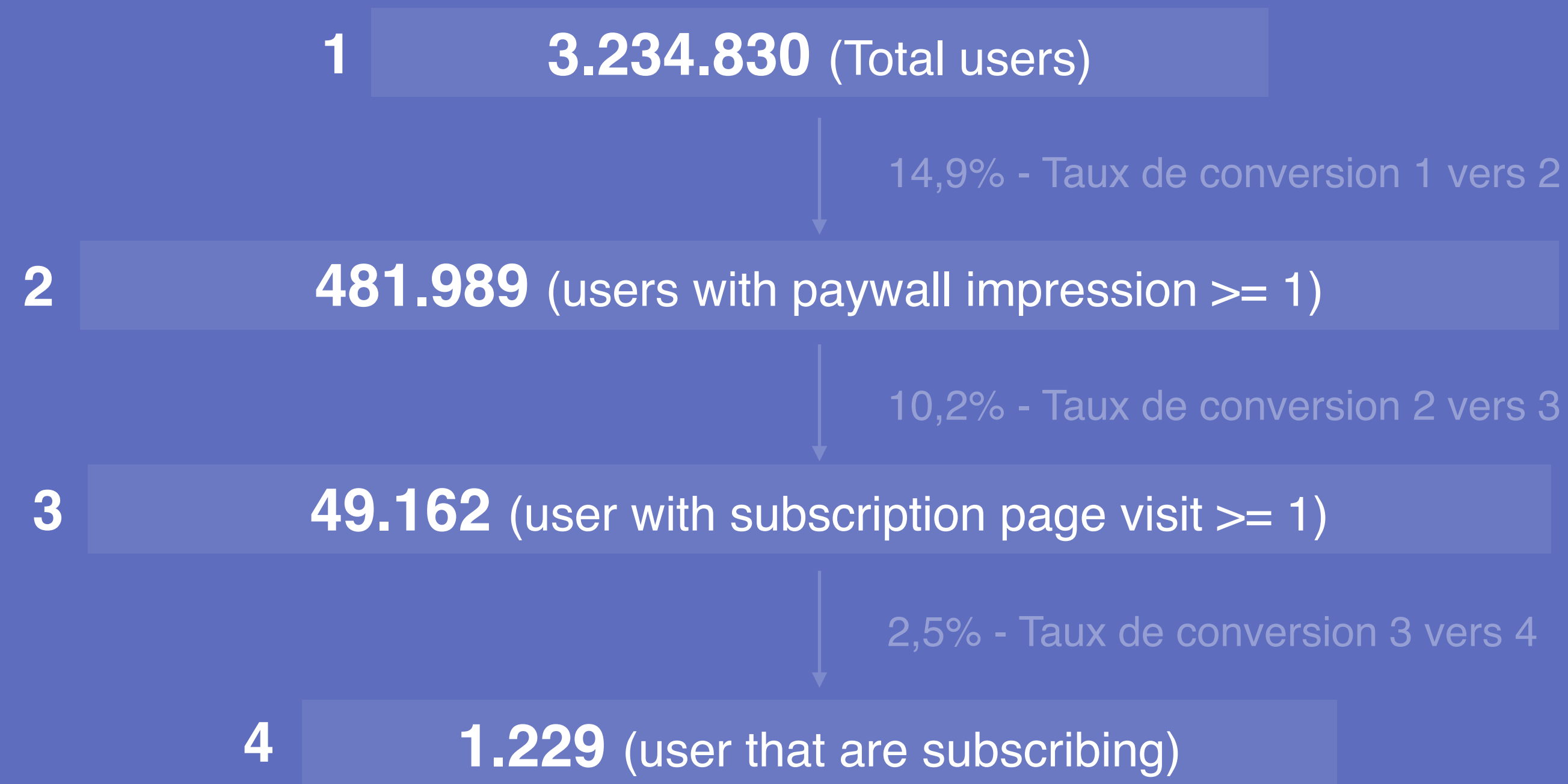
Existing filters

- Time
- Device
- Source
- Segment

Conversion funnel

EXAMPLE

Data collected



Existing filters

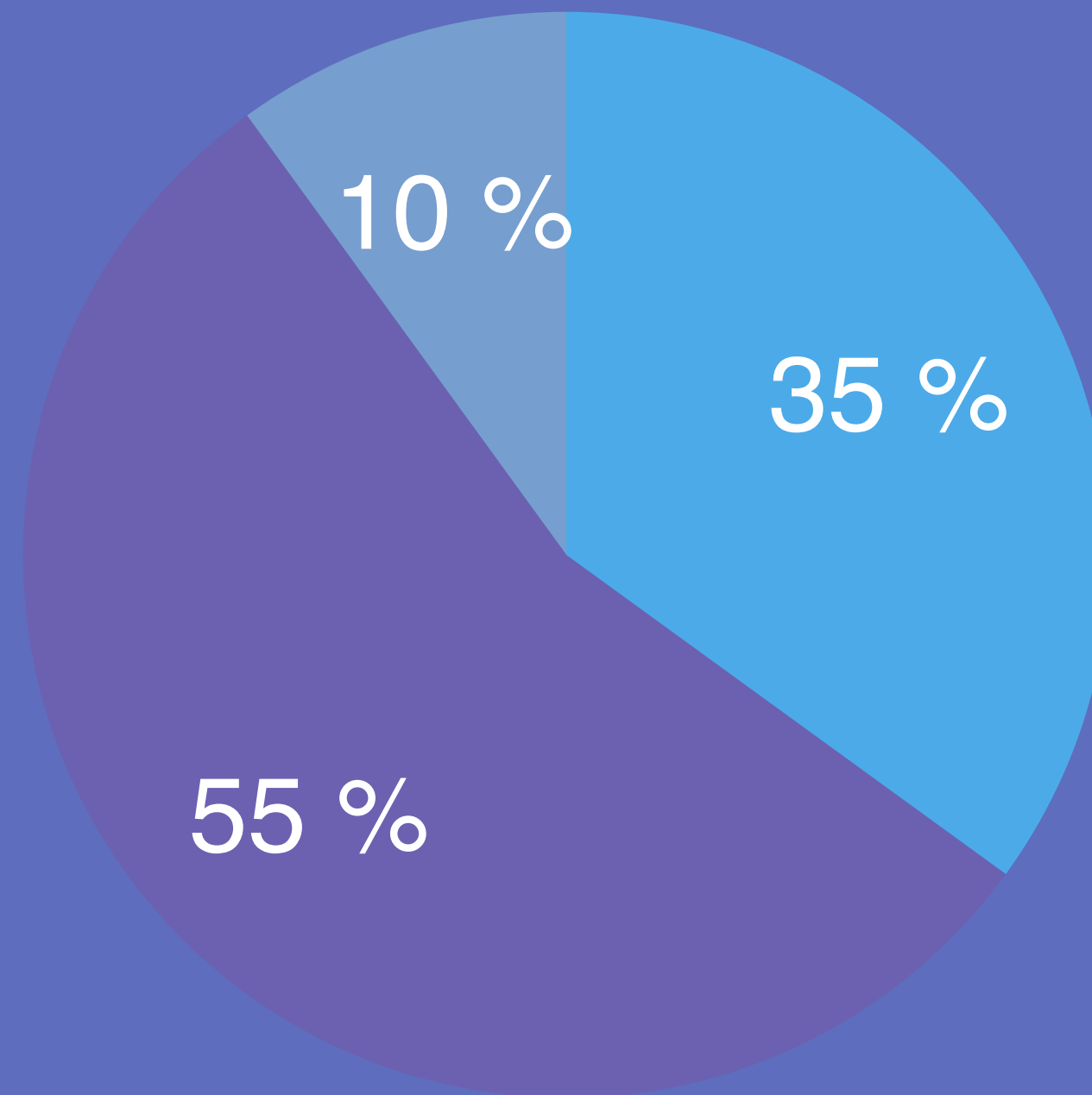
- Time
- Device
- Source
- Segment

Behavior in front of the paywall

EXAMPLE

Data collected

- 35% staying of the site (users)
- 55% leaving the site (users)
- 10% go on subscription page (users)



35 %
Paywall visibility
rate

Existing filters

Time

Device

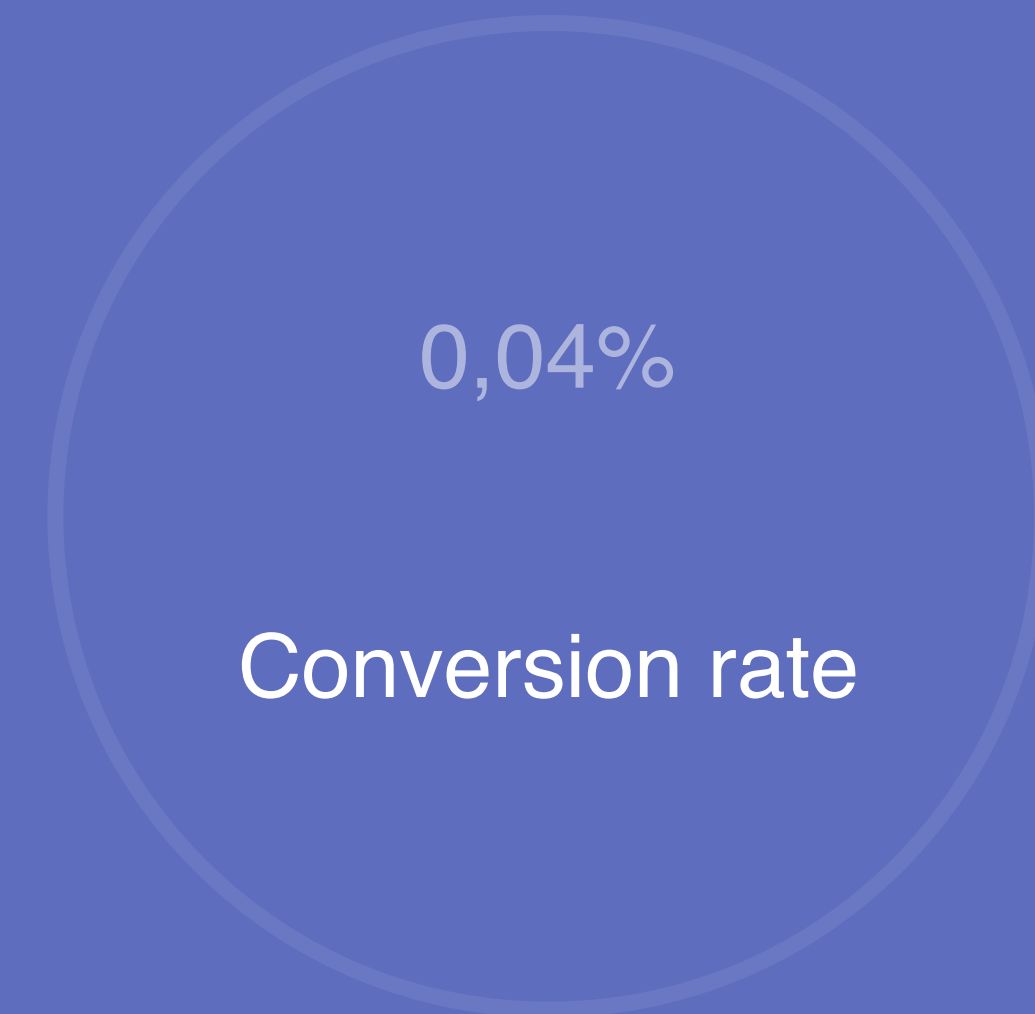
Source

Segment

Behavior before subscription

EXAMPLE

Data collected



Existing filters :

- Time
- Device
- Source
- Segment

ARPU & Engagement

EXAMPLE

Data collected

Subscription pricing X€ // RPM X€

Segments	Distribution (%)	PV Distribution (%)	Nb of sessions	PV / Session	Total revenue	ARPU
Subscribers						
Fans						
Regular readers						
Occasional readers						
Fly-by readers						

EXAMPLE

Next steps ?



Process of collaboration

EXAMPLE

- J** → Signature of the order form
- J +1** → Call with IT teams
- J +7** → Technical integration validation
- J+10 to J+40** → Data collection
- J+45** → Study presentation

A serene collaboration

EXAMPLE

<SCRIPT>

Easy and documented
technical integration
dev.pooool.fr



Consulting held by a business
and IT expert throughout our
collaboration.



Let's build the future together
on our product Roadmap !



Give visibility to your whole team
about the deployment status,
thanks to our Trello.

About Pooool





An innovative management platform to leverage readers individually and define the most efficient monetization and engagement strategies.

Our « paywall » solution is based on
2 visible elements

The dashboard

what the publisher's team uses
to manage the product.

Widgets

what readers see in the articles.



An innovative management platform to leverage readers individually and define the most efficient monetization and engagement strategies.

3 core components are important to understand when managing the dashboard

Segments

behavioral cohorts that compose your audience

Journeys

the path that your readers will go through when accessing a piece of content

Widgets

actions readers will have to perform to unlock content



An innovative management platform to leverage readers individually and define the most efficient monetization and engagement strategies.



Segments

Engagement segments
(Pool data)
+ custom segments
(publishers data)

Analysis

Qual and quant statistics
High value data collection
Business decision taking
...

Personalization

Text and design setup
Marketing team control
A/B tests
...

Journeys

Sequences of actions

Widgets

Compensation actions

Our company

- Team of 10 people
- Product created in July, 2017
- 10+ paying customers
- 300K€ raised in a seed round



Our clients

+ 50% of premium articles (Sept Vs Aug)

- Digital subscribers acquisition +50%
- +10K / month with compensation choices
- No impact on readers engagement



SUD
OUEST

||

Pool allows us to quickly test and determine the winning scenarios to engage our audience and turn the most loyal readers into subscribers.

Guillaume Vasse - CDO Groupe Sud Ouest

La Provence

L'USINENOUVELLE



nice-matin

LE TEMPS

l'avenir

Courrier
international



SUD
OUEST

Challenges

LA MONTAGNE

Let's talk!

Thank you :)



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