



Partnership

Based in Hamburg, Germany and published by Gruner + Jahr, [essen & trinken](#) stands for joie de vivre, enjoyment and cooking expertise that is unique among food magazines. For more than 40 years, the magazine has been offering delicious and easy-to-cook dishes, developed by top chefs. To ensure that all dishes succeed, each recipe is cooked and refined three times before it is “served” in essen & trinken.

Overview

Subscribe with Google is a set of technologies that enable publishers to build a deeper relationship with their readers. This solution is designed to help publishers engage users across the subscription funnel—improving retention by highlighting subscribed content across Google, driving engagement by keeping Google users logged in to their subscriptions, and optimizing conversion by enabling a low-friction buy-flow. So far, over 55 partners around the world have launched Subscribe with Google.

AUTHORS:

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- **Martin Sinn**
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essen & trinken gets foodies cooking across surfaces using Subscribe with Google

The digital food magazine found a creative tech solution to meet a user need.

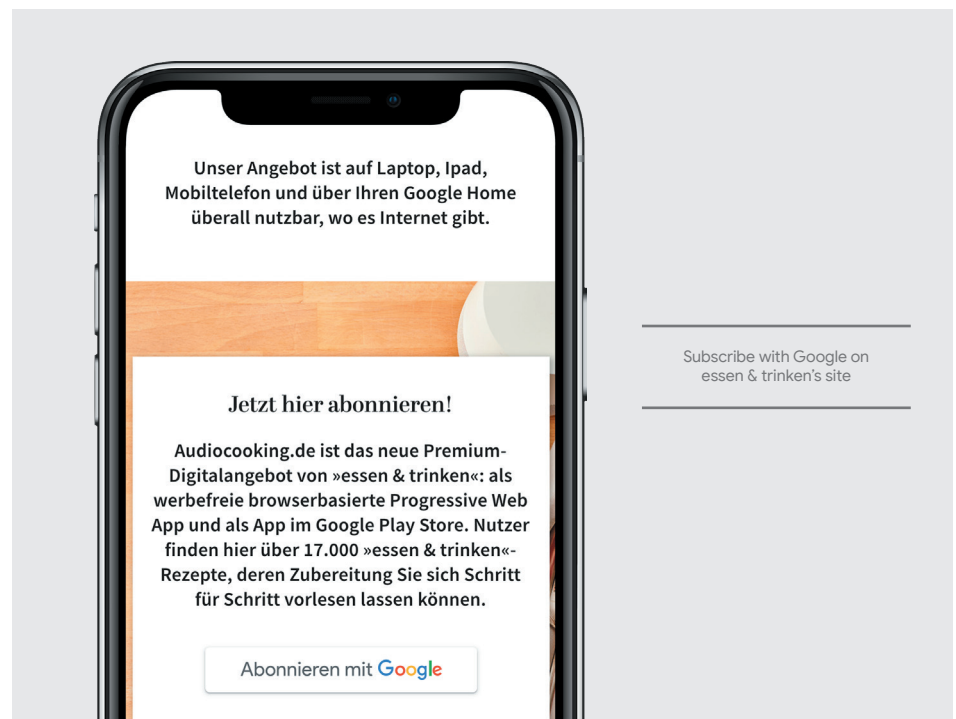
The Project

From mouth-watering appetizers to decadent desserts, foodies can find over 30,000 recipes, cooking tips and food trends on [essen & trinken](#), a top food news site in Germany.

Their readers, essen & trinken knows, are often on the move— searching for recipes from their computers, sending them to their mobile phones, then whipping up the dishes in their kitchens. However, cooking can get messy.

That’s what led essen & trinken to launch a subscription audio cooking platform, [audiocooking.de](#), offering a seamless user experience from device to device. To reach their target users, regardless of device or format, essen & trinken built a technology solution across multiple platforms and devices. At the core of their tech stack is Subscribe with Google—a solution that allows subscribers to stay logged in on any device.

Christina Hollstein, head of digital business management and editorial, shares, “The integration of Subscribe with Google on [audiocooking.de](#) is intended to help make it as easy as possible for our users to subscribe.” Through Subscribe with Google, Hollstein says, “The user subscribes with a simple and fast user flow while staying logged in across platforms.”



Building a better tech stack

To launch audiocooking.de, the essen & trinken team first collaborated with Google to find a technology solution and their digital agency, Nuuk, to implement the solution.

The agency developed a solution across multiple platforms and devices, “each catering to the specific user’s needs,” Sinn says. They employed a series of different technologies to ensure a seamless and speedy user experience.

“ We launched an Action on Google first to offer essen & trinken’s recipe portfolio for [Google] voice assistants. Users can click on a recipe’s ‘Have it read aloud’ button, which will launch Google Assistant and read the recipe to them. We quickly realized there was potential for a more holistic solution. ”

MARTIN SINN, HEAD OF ASSISTANT TECHNOLOGIES, NUUK GMBH

Here’s what their tech stack looks like:

Product	How essen & trinken used each product solution
Accelerated Mobile Pages	Enables audiocooking.de content to load in full speed on desktop and mobile browsers
Progressive Web Application	Allows users to install the website, just like an app on their mobile home screen
Trusted Web Activity	Enables audiocooking.de to be downloaded as a mobile app via the Google Play Store
Actions on Google	Allows users to trigger the Google Assistant to read preferred recipes via a conversational interface on smart displays, smart speakers and mobile phones
Google News	Enables audiocooking.de to reach users directly on the Google News mobile app and news.google.com
Subscribe with Google	Allows users to subscribe with a simple user flow and ensures a user would persistently be logged in across devices and platforms

“ The connection between these solutions is Subscribe with Google, which lets users access paid content across platforms with one Google account. ”

MARTIN SINN, HEAD OF ASSISTANT TECHNOLOGIES, NUUK GMBH

Connecting the dots with Subscribe with Google

As essen & trinken built out their tech stack and a solution to target users across different devices, they faced one particular challenge: They needed a single, universal log-in solution to identify the same user and keep them logged in across different devices, including mobile, desktop smart displays, and smart speakers.

To keep a user signed in, they introduced Subscribe with Google into the tech stack.

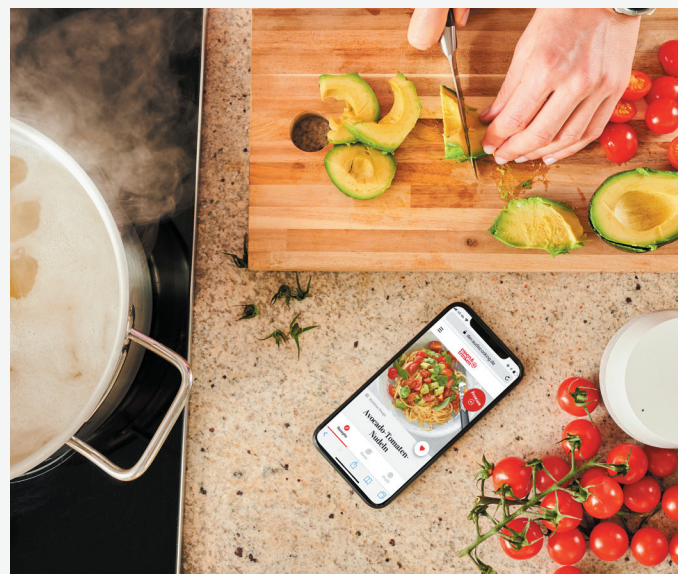
The audiocooking.de website whets readers' appetites with a few free recipes, and the Subscribe with Google offer screen appears each time they view a recipe. Users who choose to subscribe are able to do so through a simpler buy-flow using their Google Account and associated payment methods.

Afterwards, anytime a user is logged into their Google Account, they can access audiocooking.de content across all of their devices—computers, mobile phones, smart displays, and speakers.

Now, users can access premium content across all platforms with one Google Account.

A promising future

As a next step, the essen & trinken team is working with Google on a joint partnership to learn more about digital subscriber acquisition. The partnership includes experimenting with Google Ads solutions to drive qualified traffic to the audiocooking platform and generate sustainable funnel optimization insights.



“ The magic happens within the Subscribe with Google component. This is especially appealing to aspiring chefs and hungry readers on the go, who may be moving from device to device. ”

MARTIN SINN, HEAD OF ASSISTANT TECHNOLOGIES, NUUK GMBH

“ For much too long we had only pursued one revenue strategy for our websites — display advertising. Our quality content can probably only [survive] in the long term with a functioning paid content model. In terms of both content and revenue, we believe online subscriptions are our path into the digital future. Subscribe with Google is helping us get there. ”

CHRISTINA HOLLSTEIN, HEAD OF DIGITAL BUSINESS MANAGEMENT AND EDITORIAL, ESSEN & TRINKEN

Learn more essen-und-trinken.de