Google News Initiative

About Grupo Reforma

Grupo Reforma's newspaper publishing roots go back to 1922 with the founding of *El Sol* in Monterrey. Today, they publish 10 newspapers across Mexico staffed by an extensive network of professional journalists. In 2000, their largest dailies— *Reforma, El Norte,* and *Mural*—launched online versions. The media company takes pride in the news reporting and writing that has been their mission for nearly 100 years with the motto: "Support the independent journalism."

Results

Just months after adding a Subscribe with Google option to their premium content paywall, Grupo Reforma saw these results:

- **37% of all new subscriptions** occur through Subscribe with Google

- **Conversion rate increased 43%** compared to the papers' traditional buy-flow

- Subscribe with Google users had **13% more page views** compared to direct digital subscribers

Grupo Reforma boosts conversion rates by 43% using Subscribe with Google

Grupo Reforma, a news publisher in Mexico, has always sought new ways to attract readers and remain relevant amid a constantly changing publishing landscape. They launched a paywall in 2003, becoming one of the first news organizations to prioritize online reader revenue in their business model. "We decided to start charging for our journalistic content to generate a new revenue channel," Digital Circulation Manager Juan Nava says. "Launching a paywall would allow us to maintain our editorial independence with a strong print subscriber base [combined with] digital subscriptions."

They now earn 30 percent of revenue from digital subscriptions, which they aim to grow into their primary revenue source while maintaining their ads-based business. They also seek to attract a younger demographic and an international audience interested in news and editorial opinion from Mexico. To achieve these goals, in early 2018 they became one of 17 launch partners to integrate Subscribe with Google into their digital circulation strategy.

Subscribe with Google lets readers subscribe through an easy, secure two-click process using their Google Account. Once logged into Google, subscribers can automatically access a publisher's content on all of their devices as well as more easily encounter that content via Google surfaces, like Google Search. This makes both subscribing and accessing the publisher's content a more convenient and lower-friction experience.

Improving conversion and engagement

Like many publishers who've gone digital, Grupo Reforma has relied on an online registration and subscription process that asks for username, password, credit card, and other information. "We wanted to improve our user experience/user interface (UX/UI) to help us increase our digital audience, reach new young audiences, reduce our churn rate, and avoid cancellations," Nava says.

Grupo Reforma's team worked with Google to begin phasing in Subscribe with Google to their properties. "The experience helped us more deeply understand the changes we have to make to our payment wall to implement a better UX/UI," Nava explains.

Now, users who click on an article find two options on the pop-up paywall: "Subscribe with our plans" or "Subscribe with Google." Both options are shown on the paywall alongside each other, but clicking "Subscribe with Google" enables the reader to

El Norte's paywall in 2003, when the outlet first launched their digital paywall

"Subscribe with Google is part of our strategy to create a better user experience, increase sales conversions, and engage new audiences."

—Juan Nava, Digital Circulation Manager, Grupo Reforma

About Subscribe with Google

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 news 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 25 news partners around the world and nine in Latin America have launched Subscribe with Google.

bypass two additional screens from the traditional flow. "Subscribe with Google is an excellent alternative to generate new subscriptions, as the user avoids a new registration if they already have a Google Account," Nava notes.

Within months of integrating Subscribe with Google with their website paywall, Grupo Reforma has seen very positive results. Over a third of all subscriptions now occur through Subscribe with Google, and the Subscribe with Google purchase flow has driven a 43-percent conversion rate increase over their traditional purchase flow. Reader engagement also increased: Subscribe with Google users had 13 percent more page views compared to direct digital subscribers.

"For the user, Subscribe with Google is an attractive and direct way to buy a digital subscription, avoiding friction and confusion," Nava says. "Subscribe with Google lets your readers use their time reading your work, instead of struggling to get access to it."

Expanding to a wider audience

According to Nava, their most loyal readers are 40 to 55 years old, from medium to high socioeconomic backgrounds, have subscribed for more than five years, and are mainly seeking news on political issues. Now, he says, "We believe Subscribe with Google is allowing us to reach new potential subscribers, including university students, younger adults, and international readers who want to be well informed about what happens in Mexico and the world."

Grupo Reforma anticipates increased growth in the coming year as more readers discover their content through Subscribe with Google.

"We expect to add 10,000 new digital subscribers and increase our digital growth rate by 30 percent by July 2020," Nava says. "Subscribe with Google is part of our strategy to create a better user experience, increase sales conversions, and engage new audiences. It facilitates the subscription process by giving our audience an option that generates confidence and [a sense of] security."

Reforma's paywall currently, after launching Subscribe with Google