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3 factors that decided about the next success of the Wyborcza.pl offer

Always high-quality content of "Gazeta Wyborcza"

At the end of May 2019, the number of active subscribers to Wyborcza.pl amounted to over 190,000. With such a large group of readers it is increasingly difficult to indicate the "magic formula" - topics that provide high readership. We note, however, that opening up to new issues and undertaking marketing activities in previously undeveloped channels results in the influx of completely new customers. This is a diverse group, which, however, shares the most important values. Time-consuming investigations, evocative reportages and interviews are our speciality – that is the kind of content that usually convinces readers to subscribe to Wyborcza.pl. On the other hand, more and more people read our local content on a daily basis – the articles and news prepared by more than 20 local editorial offices of "Gazeta Wyborcza" operating in large and medium-sized cities in Poland. So far, in 2019, the texts gaining the most subscribers are: the interview with Polish actress Weronika Rosati on domestic violence and - without surprise, though deservedly - unique investigative materials about the actions of leading politicians of the ruling party and reportages of the "Duży Format" concerning difficult social issues. At the forefront of the materials deciding about the purchase of subscriptions, there were also numerous texts about psychology and relationships. With the exception of political themes, these are not the texts most read by all users, among which the current news prevail.

We are also very pleased with the very good results of the "Wyborcza Classic" magazine, which is a formula in which we search every day in the rich archives of the "Gazeta Wyborcza" for texts that are amazingly current, shocking or moving. There is a lot to choose from! And "Wyborcza Classic" is often one of the leading categories of texts in terms of conversions.

Currently, readers (just like us) are concerned about the possible effects of the climate crisis and we focus on providing them with reliable information on the subject.

Access via mobile application

The "Gazeta Wyborcza's" application has been recently supplemented with new functionalities and supported by intensified online and offline marketing activities. This brought a 30 percent increase in downloads this year. One of its unquestionable advantages is the wide range of content prepared by more than 20 local editorial offices of "Gazeta Wyborcza", which also manage the application. The 144% increase relates to the number of users paying for "Gazeta Wyborcza" content via AppStore and Google Play - we believe that there is still a lot of space to grow there. We are happy not only with 2 million hits per application per month, but especially with user involvement: subscribers return to the application almost every day and spend with it an average of 8 minutes!

Following the users

Our adventure with subscriptions has taught us that readers who pay for the content are extremely demanding and solid articles are only a part of the success. The comfort of reading, logging in and buying are very important to our users. We understand better and better, what a great value for them, apart from access to reliable journalism, is the sense of belonging. This cannot be bought and is not subject to purely economic calculations.

To satisfy our recipients' "Gazeta Wyborcza" needs to open up to new topics and stay committed to new initiatives. One of such areas are our charity campaigns, using subscriptions for noble purposes - funds from the purchase of subscriptions are transferred to NGOs. Readers of "Gazeta Wyborcza" are not indifferent to the fate of less fortunate. Regardless of whether they could support protesters with disabilities, striking teachers, NGOs neglected by the ruling parties, endangered species of animals or just the idea of planting trees, the response was amazing! Only from the beginning of 2018 we have donated this way over PLN 500,000!

What is interesting, in our case special editorial newsletters are one of the best ways to reach new users. At present, we have 35 such newsletters in "Gazeta Wyborcza", some of them - like news - are sent every day, and those resembling thematic magazines - once a week. What connects them is the

fact that they are all written by journalists and editors - these are regular texts. Reading such a newsletter gives you the feeling of being well-informed. And we have very good results – the summary of the day is read up to 50,000 times daily, while the thematic newsletters have very committed readers. Personally, I am a fan, just like a dozen or so of our users, of The Booksletter - not so niche newsletter created for literature fans. This product, together with an opinion newsletter, a LGBT+ newsletter or the Sunday portion of optimistic news, have a constant open rate above 60-70%.