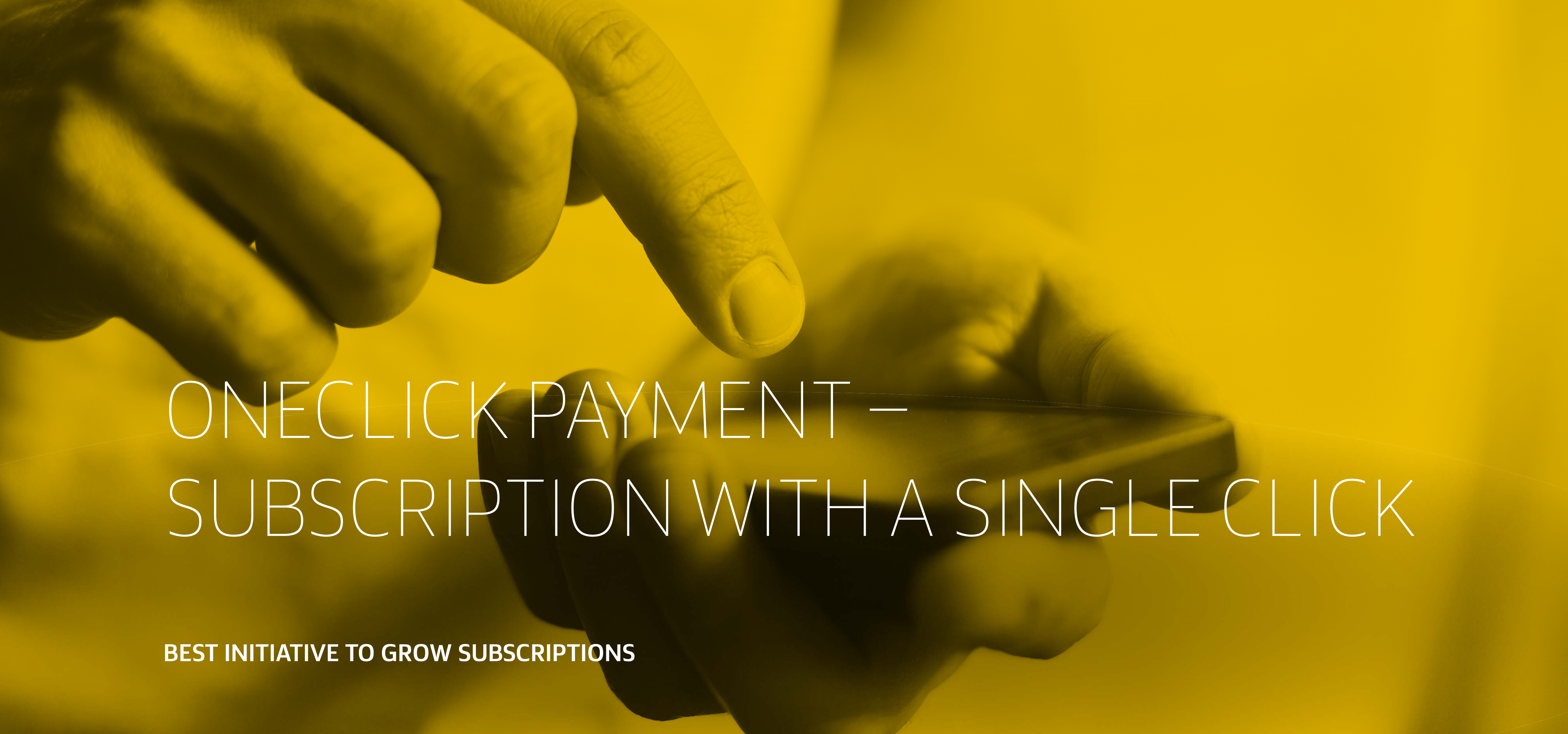


A hand holding a smartphone, with a yellow overlay covering the entire image. The text is centered over the image.

ONECLICK PAYMENT – SUBSCRIPTION WITH A SINGLE CLICK

BEST INITIATIVE TO GROW SUBSCRIPTIONS

RHEINISCHE POST

ABOUT US

RHEINISCHE POST – REGIONALLY INDISPENSABLE, NATIONALLY UNMISTAKABLE

As the „Voice of the West“, we report with 300 journalists from North Rhine-Westphalia and reach over 1.7 million readers.

In addition to the daily newspaper and the news portal, we offer ePaper, social media, newsletters, podcasts, apps, magazine and events – a modern media brand for the 21st century.

BRAND REACH 1,759,000 Readers & users in the Rhine-land per week/net, b4p 2024 I	FOUNDING YEAR 1946 News portal Rheinische Post since 1996
DIGITAL REACH 5,150,000 users per month, AGMA DNA 11/24	CIRCULATION 217,000 Publisher’s details

OVERVIEW



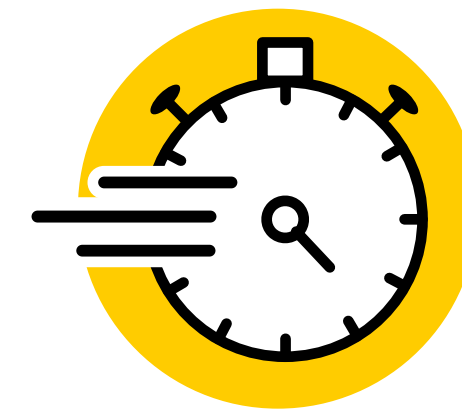
PROJECT



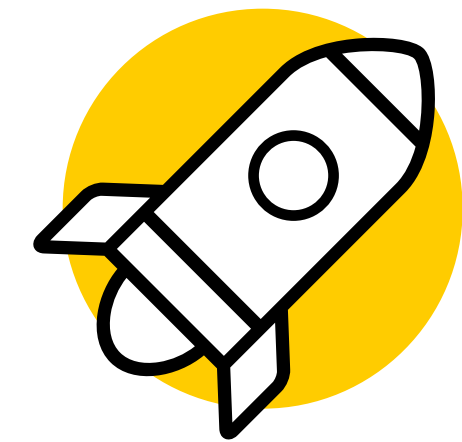
CHALLENGE



SOLUTION
IMPLEMENTATION



RESULT



VISION



PROJECT

With *OneClick Payment*, Rheinische Post has unveiled a **ground-breaking concept** that significantly streamlines the subscription purchase process. By merging registration and purchase in one step, a seamless user experience is created that **reduces drop-outs and increases the conversion rate.**

INNOVATIVE CORE:

- Seamless integration of payment and registration: No need to enter any personal data manually.
- Making use of wallet systems: using the data which the user stored in Apple Pay and Google Pay.
- Social login functionality: portal access without the need for separate account management.
- Direct integration into the paywall: Users can subscribe without exiting the news site.



CHALLENGE

CHALLENGE:

Integration of OneClick payment across various systems (subscription shop, SSO, payment, CRM).

RELEVANCE:

Conversion rates in the ordering process should be improved, especially among mobile users.

SOLUTION:

Integrating payment and registration into a cohesive, intuitive workflow.



SOLUTION

1 **Concept development:** Understanding the market requirements and definition of an innovative, user-centric workflow.

2 **Technical implementation:**

- Introduction of Apple Pay and Google Pay as payment solutions.
- Automated generation of SSO accounts.
- Integration of the system directly into paywall.

3 **Marketing strategy:**

- Targeted campaigns through both online and offline channels.
- Focus on mobile users and rapid conversion.

Schedule: Implementation and testing in Q3/Q4 2023, go-live in Q1 2024.

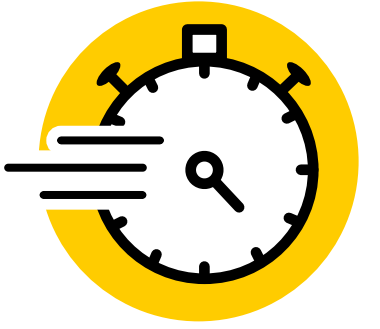
Resources:

- Internal: SPX team (development, sales)
- External: Netzindianer (development partner)

Campaign platforms:

- Online: Social Media, Email Marketing, App Integration.
- Offline: Print advertisements.

IMPLEMEN- TATION



RESULT

QUALITATIVE OUTCOMES:

- Customers commended the **efficiency** and the **simplicity** of the process.
- Industry experts emphasized the **ground-breaking integration** of social login and **one-click payment**.

30.974

NEW PLUS SUBSCRIPTIONS

in 2024, with 6,934 through
OneClick Payment (22.38 %)

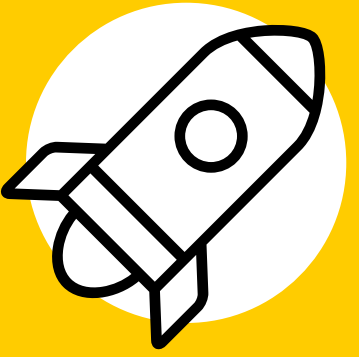
25,69 %

of conversions occurred on
mobile devices

Desktop conversions:

4,74 %

through **OneClick-Payment**



VISION

OneClick Payment reduces the subscription purchase to the very essence and takes away a barrier for the customer. With cutting-edge technologies and a distinct emphasis on mobile users, the project possesses the potential to create a lasting influence on the entire industry.

***OneClick-Payment* establishes new benchmarks in e-commerce within the media sector:**

- Sustainable enhancement of ordering processes.
- Emphasis on mobile optimization as the cornerstone of success.
- Opportunities for adaptation in other sectors, including streaming services and e-learning.
- Planned: Expansion to digital newspapers (ePaper) in 2025.



THANKS

CONTACT

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RHEINISCHE POST