




More Than an App: How NZZ Built a Scalable Revenue Engine on Mobile

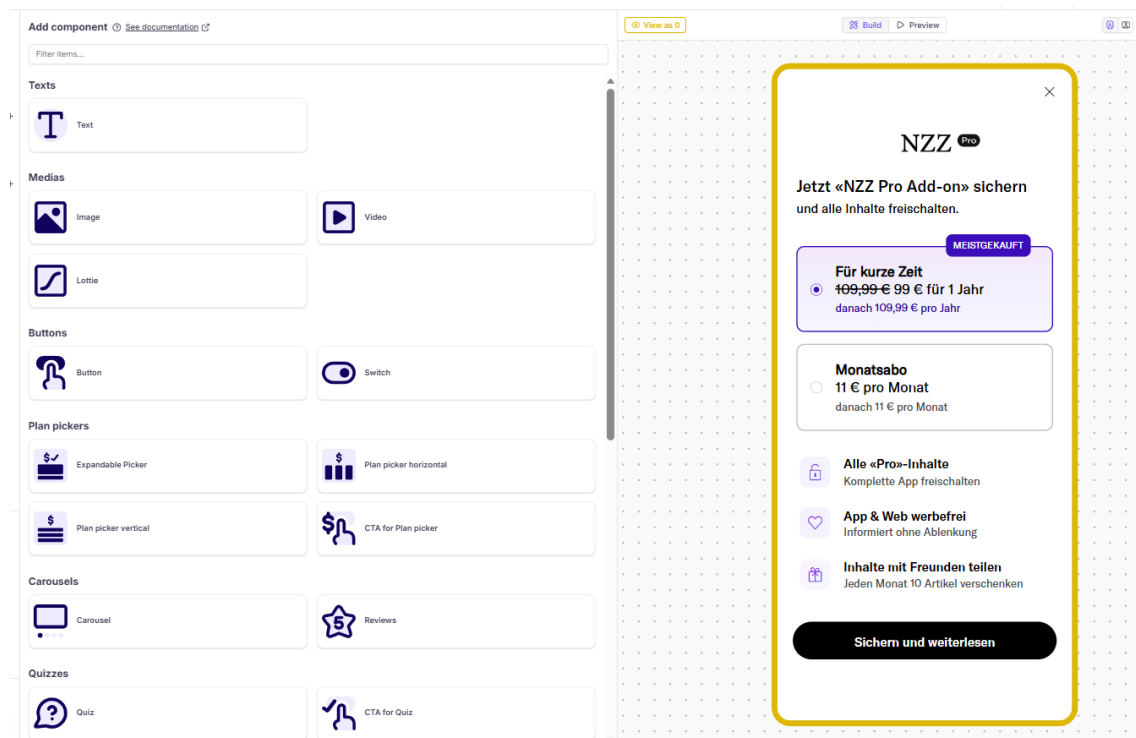
1. Focusing on iOS, generating high value installs

NZZ continuously optimizes its Apple Search Ads campaigns through an iterative approach to bidding and keyword strategy, adapting investments based on performance, seasonality, and user intent. Campaigns are refined through ongoing testing of keywords and match types, while custom product pages are used to align App Store messaging more closely with specific search intents and campaign goals. In parallel, the team remains in close and regular exchange with Apple to optimize performance across both Switzerland and Germany, leveraging market-specific insights and best practices to improve efficiency, scalability, and return on ad spend.

<input type="checkbox"/>		Maximize Conversions: NZZD...	● Running	Germany
<input type="checkbox"/>		NZZ App Search (CH)	● Running	Switzerland
<input type="checkbox"/>		NZZDE_Brand 2025	● Running	Germany

2. A Flexible Monetization Layer Inside the App

To accelerate monetization without slowing down product development, NZZ uses Purchasely as a no-code offer page builder the app. This setup allows the team to create, adjust, and launch paywall and offer experiences without requiring an app release, with changes becoming instantly visible to users. As a result, monetization experiments can be run independently of engineering cycles, dramatically reducing time to market. The flexibility of Purchasely also unlocked A/B testing capabilities in the app, enabling NZZ to continuously test pricing, messaging, layouts and to quickly scale the variants that perform best.

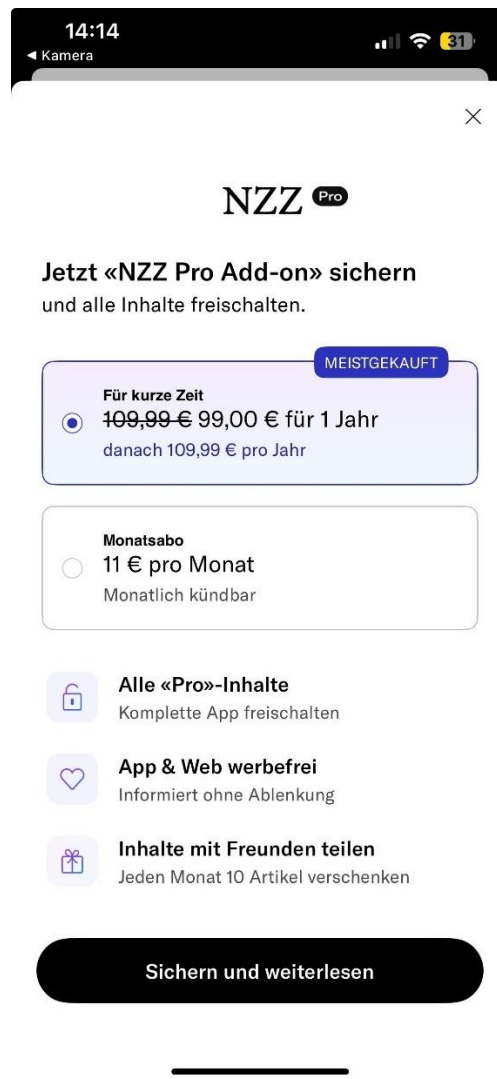


3. Paywall & Pricing Optimizations

Paywall and pricing optimizations focused on radical clarity and simplicity. The paywall was streamlined to communicate only the core value proposition, highlighting a small set of key benefits instead of overwhelming users with features. Clear design guidance helps readers immediately understand what they get and why it matters, reducing friction at the point of decision. Visual hierarchy and concise copy ensure that the subscription choice feels straightforward and confident rather than complex.

In terms of pricing, it has proven invaluable to actively guide users toward the long-term option. The monthly subscription serves as a clear price anchor, while the annual plan is prominently highlighted with a first-year rebate and reinforced through cues such as “reader favorite” or “bestseller.” This combination of price anchoring, clear savings, and social proof led to a **58,1% take rate for the annual option**, making it the dominant choice and significantly improving both conversion as well as subscriber lifetime value.

Beneath an example of what the offer pages have evolved to and where we came from, with the Conversion Rate towards the annual offer price going **from 1,05% to 3,0%**:



4. Decoupling the NZZ Pro offer to Unlock untapped upselling potential

We fundamentally changed how Pro subscriptions are purchased in the NZZ app by restructuring the subscription model. Previously, **NZZ Digital (base)** and **NZZ Pro (premium)** were only bundled within the same subscription group, meaning users had to purchase Pro as a full “Digital + Pro” package. This created a high price barrier and limited flexibility for both users and commercial experimentation.

With the new setup, **NZZ Pro is sold as a standalone add-on** in a separate subscription group. As a result, NZZ Digital subscribers can now purchase Pro as an **additional subscription running in parallel**, rather than replacing their base plan.

Subscription Groups +

You can create a subscription after you create a subscription group. All subscriber time, but can change to another subscription in the same group. If they do, you'll sti

SUBSCRIPTION GROUP REFERENCE NAME ^

NZZ Digital

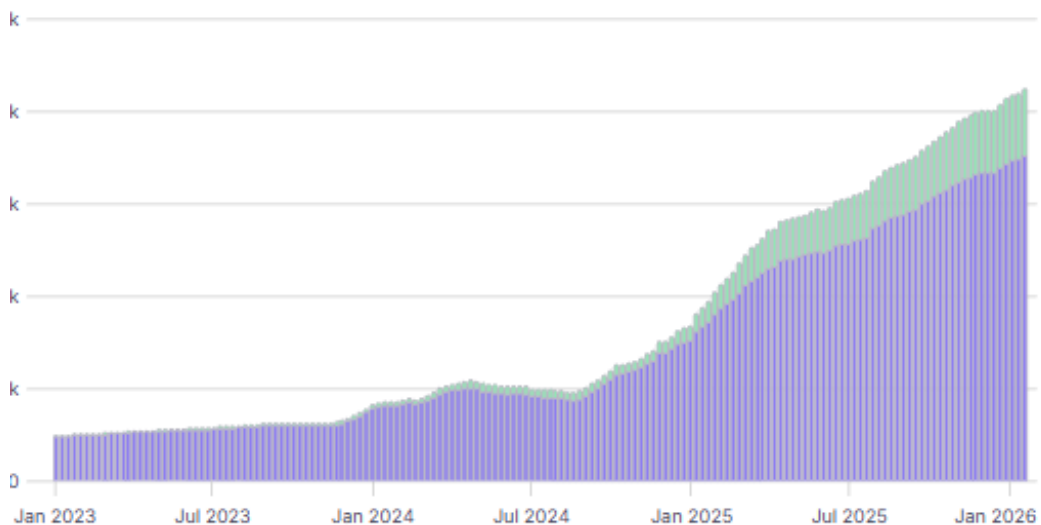
Pro Addon CH

This structural shift unlocks several key benefits:

- **Seamless upgrades for existing subscribers**
Web subscribers logging into the app can upgrade to Pro without repurchasing the full Digital + Pro bundle. Instead, they only pay for the Pro add-on, significantly lowering the upgrade barrier
- **Full pricing and campaign flexibility**
The Pro add-on can be discounted independently of the base subscription and promoted directly on the paywall. This allows us to run targeted offers—such as a free first month—without impacting the core Digital pricing
- **Reduced churn risk**
If users cancel their Pro add-on, they retain their NZZ Digital subscription. This ensures continued engagement and revenue, rather than losing the customer entirely

Following the introduction of this new structure, results were immediate and substantial:

- We are now generating **3× more Pro subscriptions** in the app compared to the previous setup
- Monthly revenue from Pro subscribers has increased by **3×**



5. Scaling Success with In-App Campaigns

NZZ also leverages Purchasely’s In-App Campaigns to run targeted, time-bound monetization initiatives directly within the app. These campaigns enable the team to quickly react to moments of high relevance—such as elections, holidays, or major news events—without any development effort or app release. Beyond short-term campaigns, In-App Campaigns are used strategically for upselling, encouraging existing subscribers to upgrade to Pro or to switch from monthly to annual plans. This flexibility makes it possible to align monetization closely with user intent and editorial moments, driving incremental revenue through timely and highly contextual offers.



Clear revenue results

For the second year in a row, iOS app revenue grew by more than CHF 1 million. What started as a distribution channel has evolved into a high-performing monetization platform, powered by fast iteration, clear pricing logic, and data-driven decision-making. Today, the NZZ app stands as a proven and scalable revenue engine.