



The Wall Re-Imagined

Challenges

Despite employing various methods, such as incentivized actions and unique content offerings, to drive user registration, 20 Minutes faced a plateau in account growth in 2023. This led to a reevaluation of strategies, including the introduction of a registration wall on content in the community section. The challenge was to sustainably increase registrations while enhancing the overall user experience and engagement.

Recognizing user conversations as a key indicator of highly engaged users, 20 Minutes partnered with Viafoura to implement a data-driven metered engagement model. This model focused on converting anonymous users to a known, registered state, based on community engagement and participation, utilizing Viafoura's audience segments and propensity conversion scores derived from RFV engagement KPIs and on-site behavior.

Implementation

The integration of the registration wall on 20 Minutes was seamless, thanks to Viafoura handling the lion's share of development and expertise in propensity modeling, and their technological integration with Poool's Audience Conversion Platform. 20 Minutes' role primarily involved approving segment tests and marketing collateral, streamlining the implementation process. A crucial element contributing to the initiative's success was the incorporation of A/B testing, enabling continuous refinement and optimization.



The rollout of the Metered Engagement Engine is a powerful new tool for us at 20 Minutes in redesigning our entire approach to registrations. This opened up new targeted segments and campaigns, and most importantly proves the value of community as a leading strategic conversion point for our users.



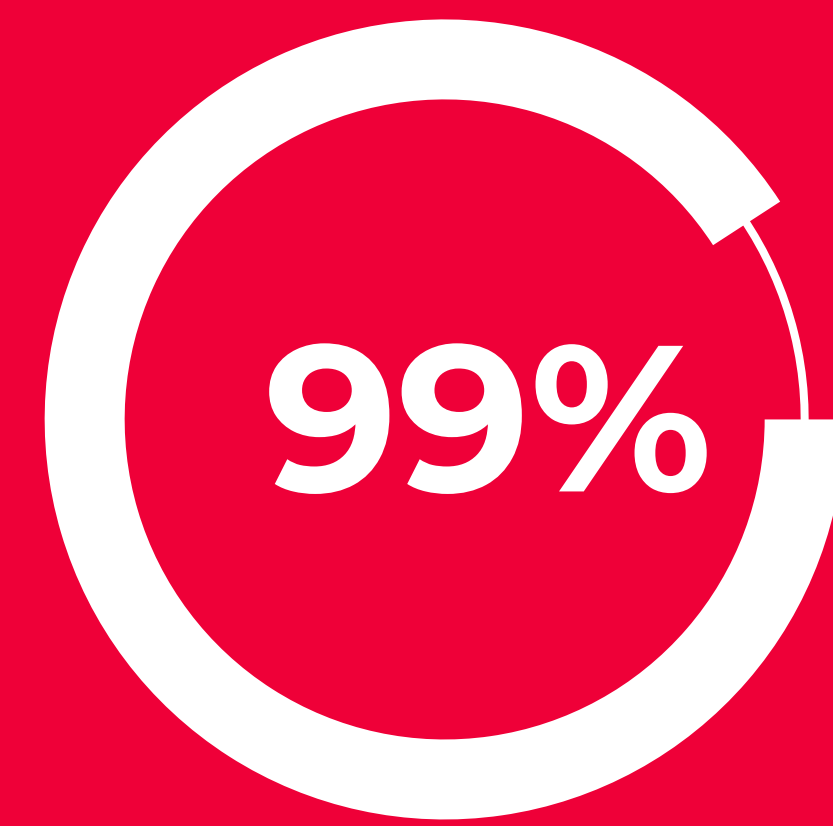
— **Constance Martina**
Head of Data & Engagement



20 Minutes France, a prominent player in the French media scene with a monthly reach of 21 million users (representing 1 in 3 people), has successfully optimized conversion through the deployment of Viafoura's groundbreaking Metered Engagement Engine.

Known for delivering value-driven content focused on cultural, social, and political events, 20 Minutes hosts over 300,000 conversations monthly, acting as a hub for community engagement. Collaborating with Viafoura provided a unique opportunity to revamp their conversion modeling engine, particularly targeting the segment of anonymous active engaged users. This case study delves into the challenges faced, the decisions made, and the remarkable results achieved through the implementation of 'Viafoura's Metered Engagement Engine.

Key Wins



Increase in community-led registrations

Wall Click Through Rate: 3.25% vs. 1.07% (Pool Industry Baseline), a 3.0x outperformance.

Conversion Rate: 7.23% vs. 2.45% (Pool Industry Baseline), a 2.9x outperformance.

20 Minutes' strategic integration of registration walls demonstrates their commitment to enhancing user engagement and maximizing revenue in the digital media landscape. Through careful segmentation and implementation facilitated by Viafoura, the case study serves as a roadmap for media organizations aiming to thrive in an evolving digital ecosystem through data-driven strategies and strategic partnerships.