



DIASPARK



Metered Paywall Integration

With myriad options available today for monetizing digital content, metered paywall has emerged as the most popular and successful way to monetize digital content.

In purview of this, Diaspark introduces metered paywall solution which is built for digital publishers of all sizes to manage, monetize and grow profitably in digital space. The highly customized and scalable solution has abundant features and functionalities that enable publisher to take complete control over content and successfully entice readers to become subscribers.

KEY FEATURES

that entice readers, monetize content and accelerate digital revenues by integrating your CMS with Diaspark Metered Paywall.

CONFIGURABLE METER LIMIT

Set a bar on content based on content consumption, access points, and existing subscriptions

POINT OF SALE MESSAGING

- Custom messaging with branding
- Marketing messages inline on an article page
- Custom POS messages for different target groups, Seasonal or Promotional campaigns

SUBSCRIPTION OPTIONS

- Implement Bulk Codes
- Create customised plans for subscription based on platform (mobile/web), Ad free/ Limited Ads

MARKETING OFFERS

- "Try-before-you-buy" or promotional subscriptions
- Gift subscriptions
- "Refer a friend" promotion
- Offer special discounted subscription offers based on unique link or ad click
- Institutional promotions

"STRIKE THE RIGHT CORD WITH READERS BY IMPLEMENTING METERED PAYWALL AND MONETIZE DIGITAL CONTENT EFFICIENTLY..."



PRINT BUNDLING & INTEGRATION

Creation of new print/digital bundle subscriptions

CONTENT PROTECTION

- Split Registration
- Include/Exclude Content Ability
- Exclude referral traffic from particular domains
- Fully lock a particular piece of content

REPORTING

- Key KPIs reporting. for eg: Users stopped by meter, conversion rate of readers to subscribers, retention rates per subscription, multivariate testing results
- Consolidated sales funnel breakdown showing drop-off at each step
- Usage Report as to how many and which users accessed each version of the content (website, mobile apps, etc.)

Looking for metered paywall solution?
Let's Talk

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