

# American City Business Journals

The Business Journals: Meter and Paywall



# American City Business Journals

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43 Business Journals nationwide from Boston to  
Honolulu

# Meter Wall

- ✓ Fast follow vs. bleeding edge
- ✓ Niche
- ✓ Data as currency--first party data
- ✓ Redevelopment of customer funnel
- ✓ Not all friction is bad
- ✓ Newsletter Monetization

# Meter Wall

## Successes

- ✓ Test markets
- ✓ Hyper account registration growth
- ✓ 60% newsletter opt-in

## Challenges

- ✓ Cookie login
- ✓ Omni present
- ✓ Wall confusion

# Pay Wall

- ✓ History
- ✓ No leaks
- ✓ Content
- ✓ Diversify revenue

# Pay Wall

## Successes

- ✓ Growth
- ✓ Increase prices
- ✓ Deepens relationship

## Challenges

- ✓ Editorial
- ✓ Page Views
- ✓ Analytics

# Future

- ✓ Elasticity testing
- ✓ User experience
- ✓ Ad light and ad blocker
- ✓ Device fingerprinting
- ✓ Analytics and personalization



# Questions?