

# WSJ

## **Dynamic Paywalls**

WSJ Membership Group

# A Brief History of the WSJ Paywall



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- [UtiliCorp and Peco Plan One-Stop Utility Service](#)

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# Not So Much in How We Sell Digital Subscriptions



# Starting from a Content-Led Point of View

Reader



Paywall

Content

# Examining Paywall in Context of Membership Model

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# Data Enables Paywalls to Become More Reader-led

Reader

Machine Learning Rules



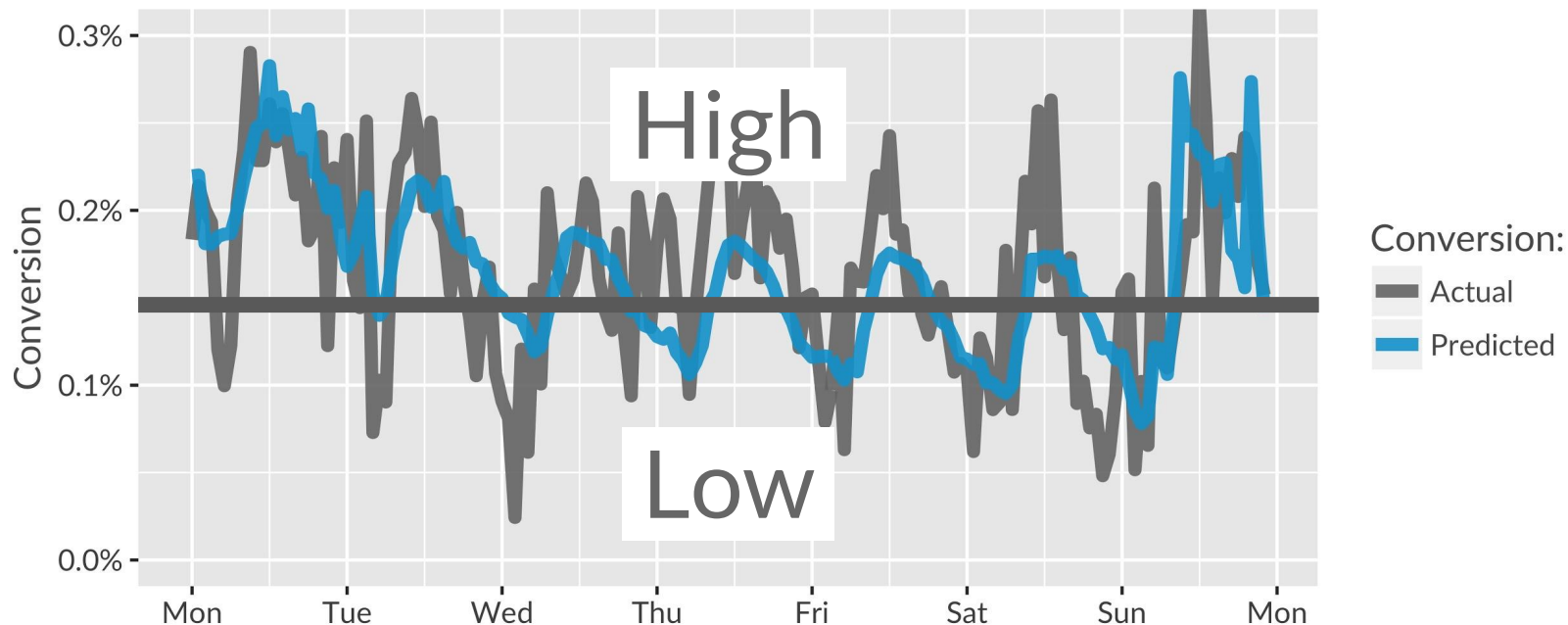
Paywall

Content



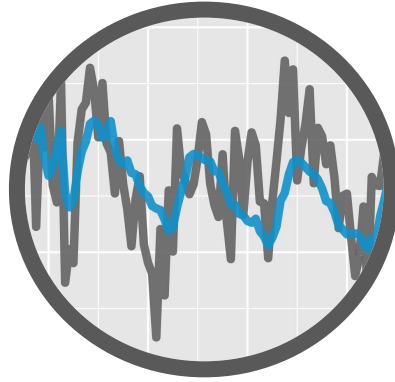
# A Real-time Demand Model

# We Use a Neural Net to Forecast Weekly Conversion



# This is Used to Optimize Between Subscription, Ads

Input:



+



Output:

Real-time Demand Model

# Access to Content Dynamically Balances

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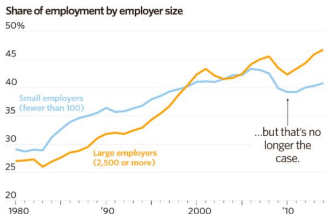
## Trump Vows Syria Response, Military Draws Up Options

The U.S. military is crafting options to strike the Assad regime as President Trump vowed a U.S. response to this week's suspected chemical weapons attack and said "something should happen" with the Syrian leader. [167](#)

- [Syria Deaths Linked to Chemical Agent Sarin](#)

### Senate Eliminates Filibuster for High Court Nominees

The Senate voted 52-48 along party lines to end filibusters for Supreme Court nominees after failing to end the debate on confirmation of Neil Gorsuch. This paves the way for Gorsuch to be confirmed Friday. [1386](#)



### Why You Probably Work for a Giant Company, in 20 Charts

Americans, in a generational reversal, are now more likely to work for a large employer than a small one, a shift that's rippling through the economy. In addition, business formation has slowed, meaning that there are fewer nimble new companies that could potentially challenge the sprawling incumbents.

- [The New Ranks of \\$100,000-a-Year Jobs](#)

STREETWISE

## Markets

U.S. EUROPE ASIA FX RATES FUTURES

1D 5D 3M 6M 1Y

**DJIA**

S&P 500

Nasdaq

Russell 2000

DJ Total Mkt

[MARKETS →](#)

## Opinion

→

### How to Stop Worrying and Learn to Love the Nuclear Option

By John Yoo and Sai Prakash | [Commentary](#)

### More Bump from Trump

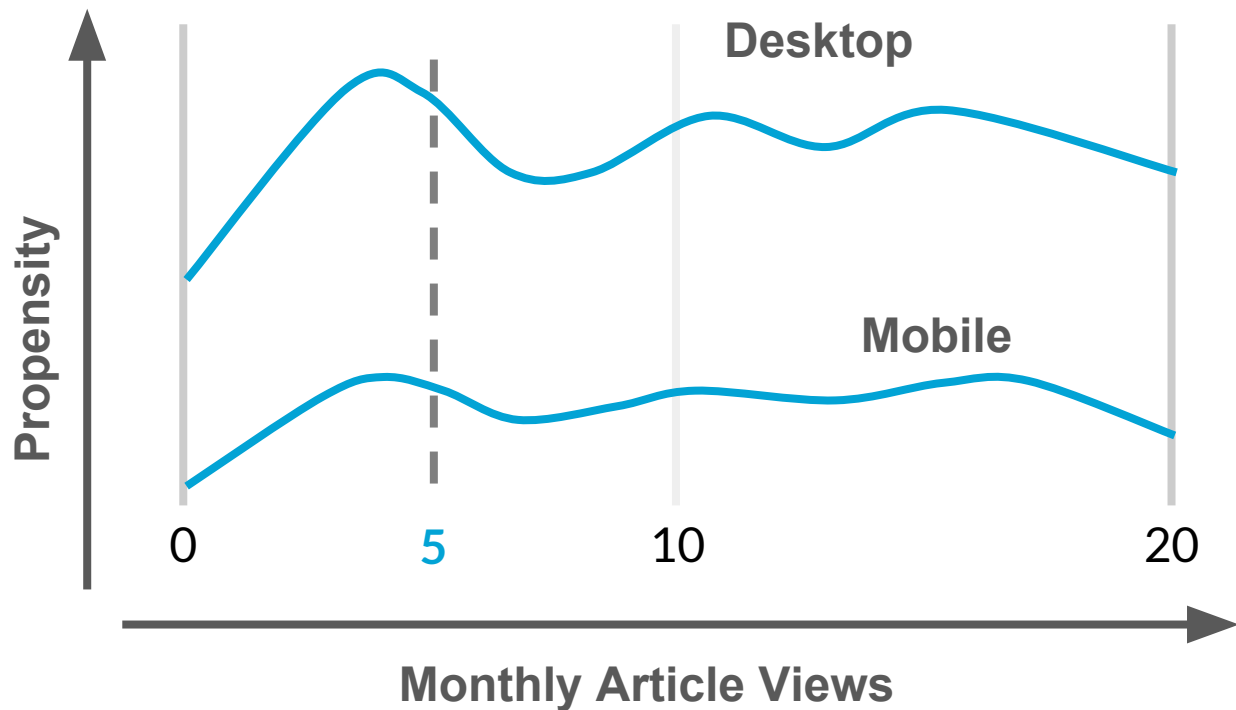
By James Freeman | [Best of the Web](#)

 Ad Demand

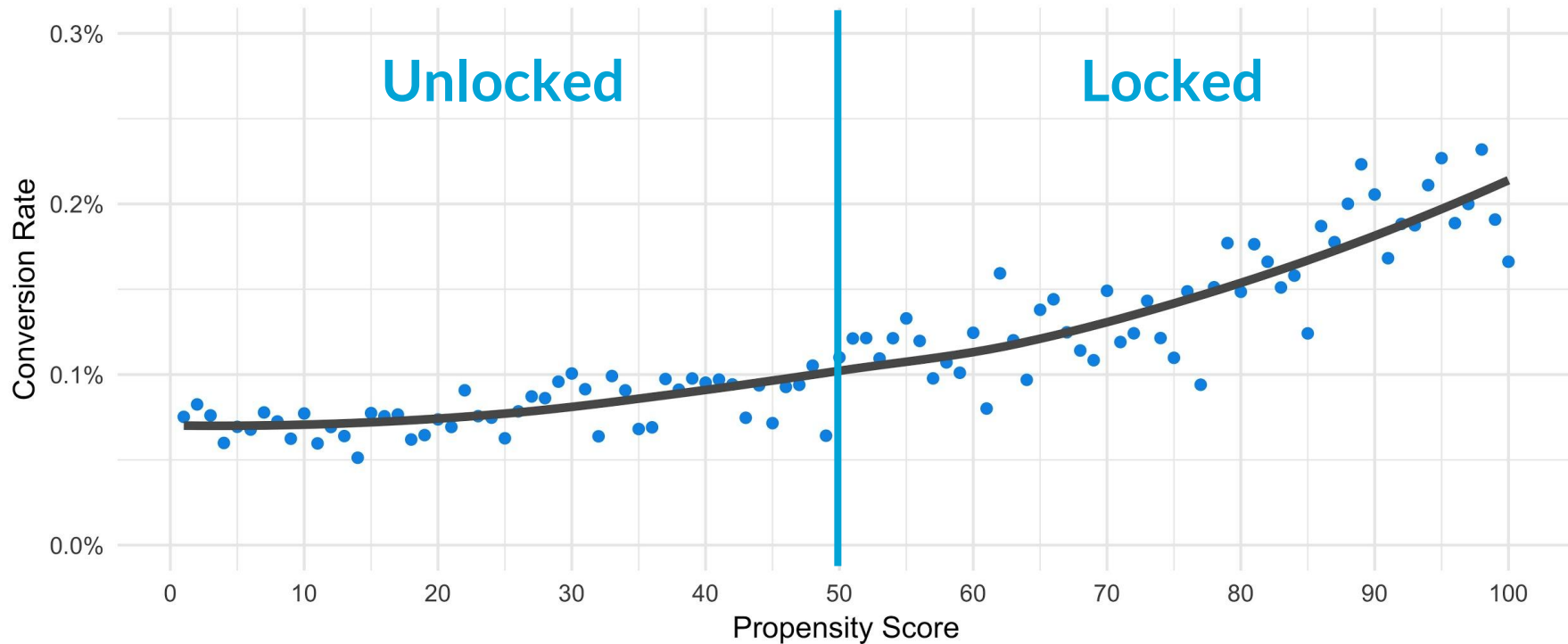
 Subscription Demand

# Mapping Out the Reader Genome

# Start With Conversion as Function of Usage

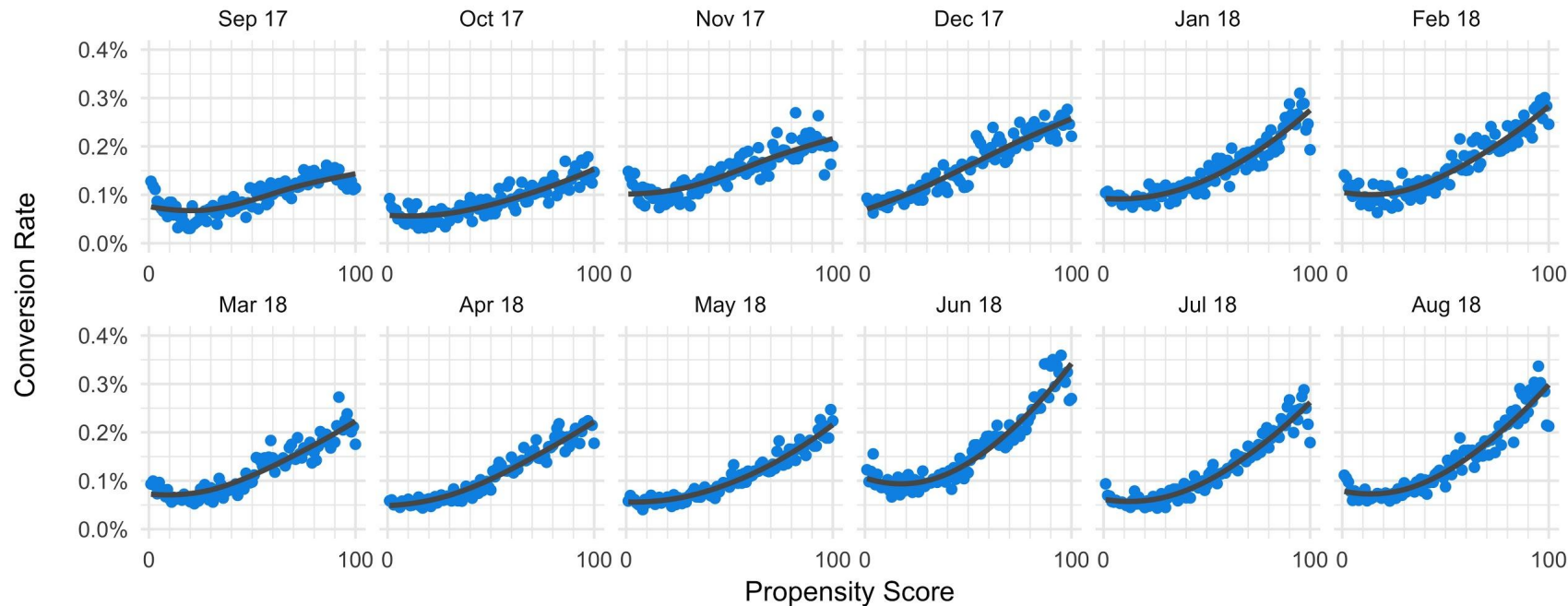


# Readers Sorted into Experiences by Propensity



# Model Gets Smarter, Conversion Improves over

**Tir** Change in Propensity Model Performance over Time





# Optimizing for the Future

# Some Milestones for Dow Jones

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## Dow Jones reaches 3 million subscribers

BY CHRIS ROUSH · APRIL 26, 2018

Dow Jones & Co. chief executive officer **William Lewis** sent out the following announcement to the staff:

“ Dear Colleague,  
  
We’ve done it!  
  
We have burst through our 3M membership target. This is an incredible achievement and one



SHARE

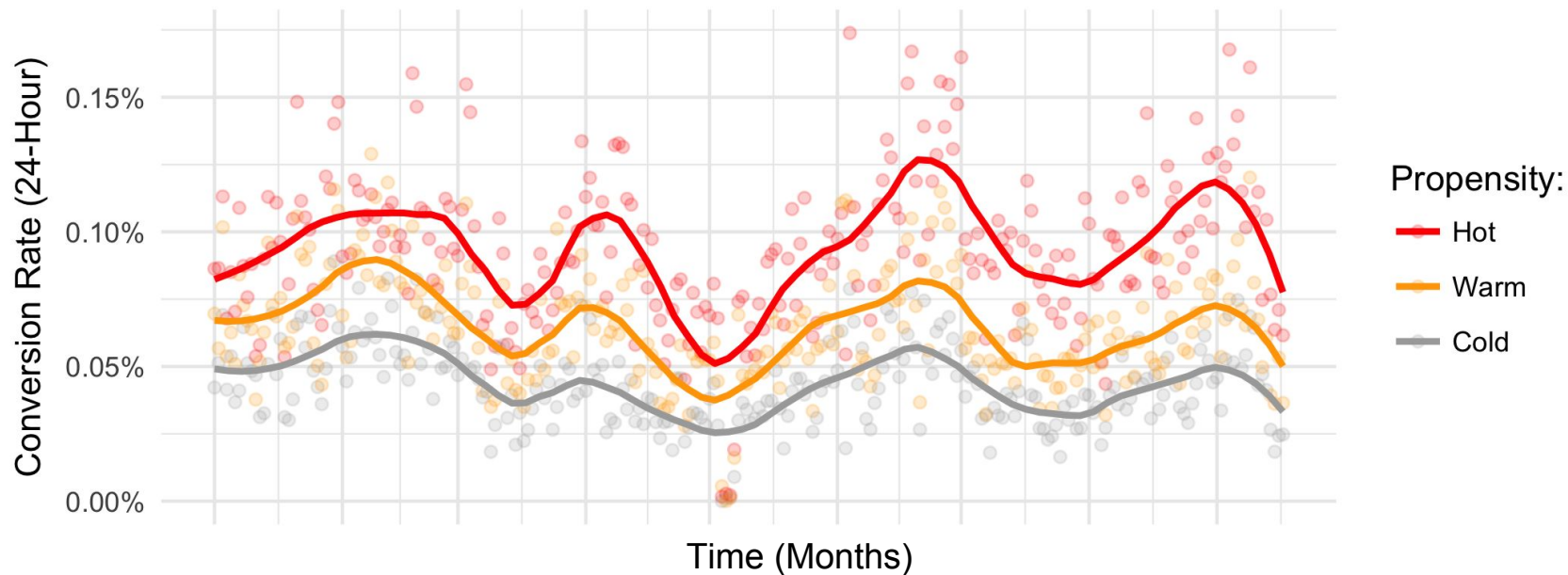
## They Talk Biz News



Fox Business expands schedule, giving Regan a primetime slot  
September 18, 2018

# We Continue to Monitor Groups, Add to Logic

Conversion by Propensity Group



# Some Lessons on Paywalls

- **Fix the basics first.** Start by revisiting your assumptions on what traffic is most valuable for subscriptions.
- **Structure your business around listening.** Building a “dynamic” paywall means creating something responsive—not necessarily complex.
- **Treat it like a team sport.** No single team can do it alone.

**Thank you.**