

Tempo

Jakarta, Indonesia

TEMPO.CO

“Subscribe with Google has contributed positively towards realizing our reader revenue aspirations.”

Prathita S. Putra, Head of Digital Business, Tempo Media

7x

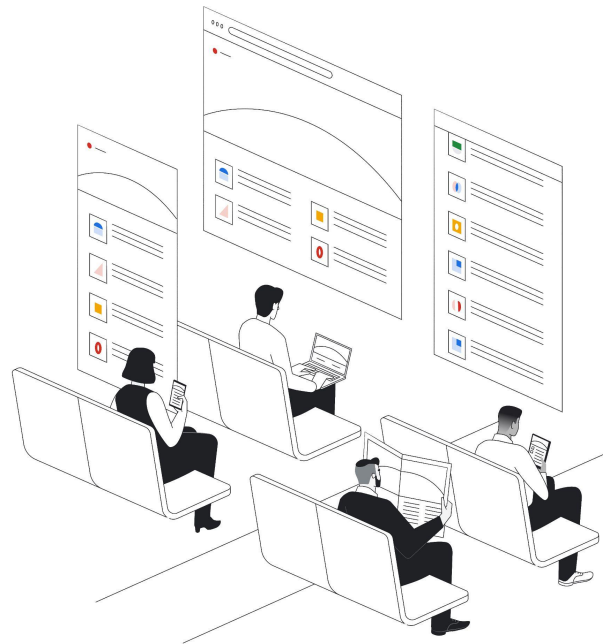
Average increase in conversion rate through Subscribe with Google

12%

Average reduction in churn rate for Subscribe with Google subscribers

62%

Of new subscribers aged 18–35 opted to use Subscribe with Google



The project

In 2018, Tempo launched their digital subscription business intending to make it their primary source of revenue. Subscribe with Google offered a pathway for Tempo to improve their sales process, leading to gains in conversion, audience reach and reader engagement.

The results

Subscribe with Google has driven significant improvements to Tempo’s overall reader revenue program by making it easier for readers to subscribe and actively use their subscriptions. In 2021, Tempo saw a 700% increase in conversion rates. They also saw that users who subscribed with Google were their most engaged readers, even compared to reader identified as brand lovers. Readers who used Subscribe with Google were more likely than brand lovers to stay on site after clicking through, and on average stayed for three times as long.

Tempo has also found that Subscribe with Google’s simple user experience has enabled them to reach younger subscribers who are crucial to building their digital business: 62% of subscribers from Subscribe with Google are under 34 years old.

Google News Initiative

