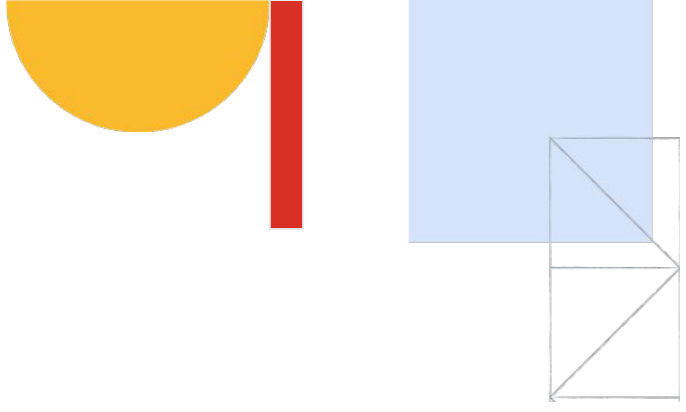


Časoris

Ljubljana, Slovenia



4/5

Reported impact on digital readiness

40%

Increase in users, Loyal Readers

46%

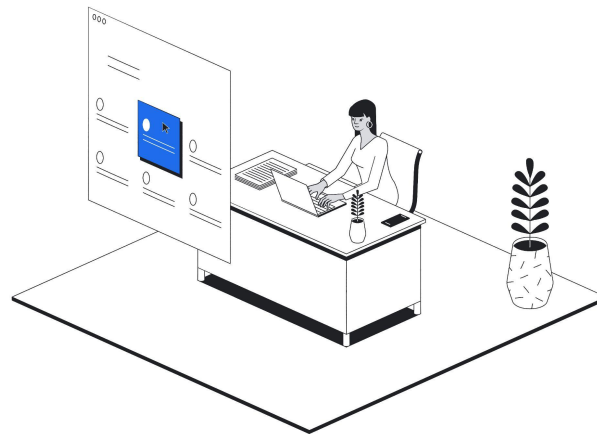
Increase in sessions per user, Brand Lovers

68%

Increase in page views per user, Brand Lovers

“The opportunity to hear about the latest insights on growing readership is especially important for small publications and publishers as we do not often have a chance to inform ourselves on these topics due to lack of resources and time.”

Sonja Merljak Zdovc, Founder, CEO, Editor-in-Chief



Google News Initiative

The project

Časoris participated in the [News Consumer Insights \(NCI\) Shift Program](#) where they received actionable recommendations to grow engagement and revenue through our data framework.

The results

After spending two months collaborating with the NCI team and their peers, Časoris have implemented several key recommendations from the program concerning deepening Reader Engagement, such as Web Push Notifications and Recirculation. Reader Revenue recommendations acted upon include optimisations to Landing Pages and Checkout Flow. Also optimised ‘View Donations page’ goal, leading to increase in Visits Per Reader.