

The Philadelphia Inquirer Drives 111% More Signups with Smarter Testing

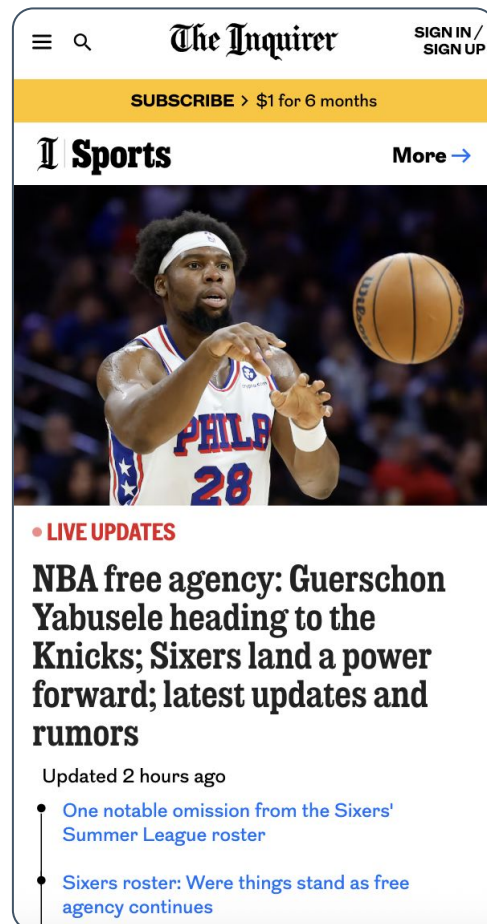
About The Philadelphia Inquirer

For nearly two centuries, The Philadelphia Inquirer has been a cornerstone of Philadelphia's media landscape, earning its place as a venerable institution in the world of news. As the industry evolved, The Inquirer embraced digital transformation, establishing a robust online presence with a wealth of content, including breaking news, in-depth features, and engaging multimedia experiences.

Challenges

In today's highly competitive media environment, attracting and engaging audiences is paramount. To stay ahead, The Inquirer recognized the need to further optimize its digital experiences to drive growth, improve lead generation, and increase conversions.

However, limitations in their existing tools and processes made it difficult to run precise A/B testing and conduct in-depth audience analysis. Lacking the insights they needed, The Inquirer sought a new way to refine its digital experiences based on reader behavior and identify the most effective strategies for maximizing engagement, newsletter sign-ups, and subscriptions.



Solutions

As a longtime BlueConic customer, The Philadelphia Inquirer had already been utilizing the platform to unify its first-party data, gain deeper insights into audience behavior, and deliver more personalized experiences. Building on this foundation, The Inquirer turned to BlueConic to further enhance its digital engagement strategy by optimizing its A/B testing efforts.

Using BlueConic [Dialogues](#) and the platform's advanced [A/B testing](#) capabilities, The Inquirer was able to test multiple dialogue variants and fine-tune visitor experiences in real-time using unified first-party data. This level of precision enabled them to rapidly assess the impact of different approaches on audience behavior and make quick, data-driven decisions. By seamlessly integrating with other marketing tools, BlueConic provided the flexibility to test and iterate across different touchpoints, empowering The Inquirer to continuously optimize its engagement strategy and driving measurable improvements in engagement and conversions.

“In the fast-paced digital landscape, agility is key. BlueConic has given us the ability to quickly adapt, test new ideas, and optimize our strategies in real time. Now, we're achieving better results with less effort, allowing us to focus on strategic initiatives and drive even greater value.”

Nadya Tan
Director, Marketing Technology
The Philadelphia Inquirer

Results

As the old adage goes, it's the little things that count. The Inquirer proved that even small, strategic changes can have a big impact on key performance indicators.

Newsletter Sign-Up Prompts:

Using BlueConic to launch and test two versions of its newsletter sign-up prompt—one with a 5-second delay and another with a 3-second delay—The Inquirer achieved a remarkable **111% increase in daily newsletter sign-ups**.

Interest-Specific Newsletter Sign-Up Prompts:

In addition to timing, The Inquirer is also testing interest-specific newsletter sign-up prompts where “control” is contextual to web page subject matter, while “variant” is interest-based with respect to user's content consumption on return visits to the web site. Since this targets a smaller segment of active paying subscribers, the testing is ongoing.

Cart Abandonment Dialogue:

With BlueConic's real-time insights, The Inquirer optimized its cart abandonment strategy. Using BlueConic dialogues to test various methods for re-engaging readers who had abandoned their carts, The Inquirer demonstrated how rapid testing and agile adjustments can deliver significant financial impact. Their best-performing dialogue **exceeded the conversion target by 18.4%**.

To learn more about the Philadelphia Inquirer's journey with BlueConic, [check out this webinar](#).