make it free™

Seeing The Data Forest Through The Digital Trees

Today's Publishing Traffic Environment is
Better Than the Industry Could Ever Imagine!

Rethinking the digital monetization challenge

The publishing industry has likely undergone more significant changes during the past 15 years than the prior 150 years—and you don't have to look far to see concern about those changes.

It's no secret that it's hard to monetize digital traffic: Digital publishers see 90%+ of their online traffic exit from their paywall.

> They landed on your site, **but they have no intention of paying for content**, either with their wallets or by giving you their personal information.

Now, there is a solution. By thinking outside the registration and subscription box with Make It Free, you can give your consumers what they want—free access to your content—while accelerating net revenue and consumer engagement growth.

One generation's foot traffic is another's digital traffic

Many believe current digital consumer behavior is an entirely new phenomenon that we haven't quite figured out yet—but is it?

Thirty or 40 years ago, regardless of your news consumption habits, at some point in your day you would probably find yourself walking down a street to get from point A to point B. And on that walk, you would likely come across a newsstand.

At any given time, a large mass of foot traffic would be passing that particular newsstand—just like at any given time your news site is receiving a large mass of digital traffic.

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Why are we talking about newsstand consumers?

Despite concerns over a changing landscape, today's digital traffic consumer strongly mirrors yesterday's physical consumer. In the digital realm:

A mass of consumers hits your paywall, and some pause to read one or two headlines before clicking away.

Some of those who slow will read a little farther or a little more in depth, perhaps scanning all headlines available outside the paywall.

Of those who continue to read, a third group will truly glean as much as possible, perhaps reading the first three or four sentences displayed on your article, or searching for other content on your site that's available for free.

As with the foot traffic, the fourth group is made up of those whose attention you've truly grabbed—those who come to a complete stop and consider paying for your news, either by subscribing or registering for free access.

Of course, foot traffic was not a monolith

Many would slow down as they neared a newsstand, hoping to glean a headline or two and satiate their appetite for current events—and then continue to walk past.

Of those who slowed, a much smaller second group would slow further, pausing to read the first bits of an interesting article before continuing on their way.

A third, still smaller, group would come to a complete stop, having realized they wanted more of the information being presented.

Of those who stopped there was a fourth group, the true minority of the mass of traffic, who would consider paying to own one day of news.

The paywall conundrum

But here's where the modern world departs from our analogy. Instead of deciding whether or not to hand some change to a news seller, modern consumers click on an article and are immediately presented with the paywall conundrum.

Your consumers can come to three possible decisions when presented with your paywall:

1   I want this article badly enough to spend time registering to access it, knowing I'll be constantly approached via email to buy a subscription, and my name and email will likely be resold to unknown third parties.

2   I want this article badly enough to spend money on a subscription, because I'm at this publisher's site often enough that it's logical to begin a relationship.

3   I don't want to pay or give away my information indiscriminately—I would rather just exit, unhappy and unfulfilled.

When a paywall is presented, on average, over time, approximately **7% of consumers register and 3% subscribe.**
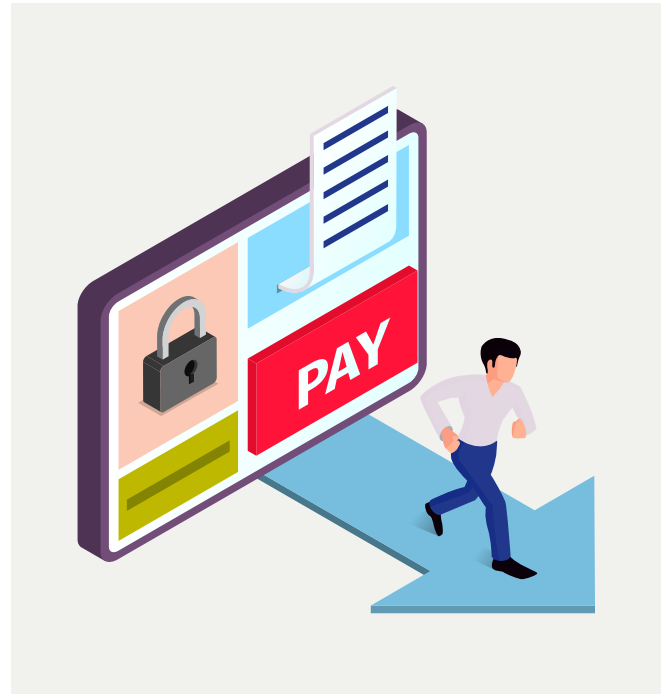
**Most importantly, we know that 90%+ of consumers presented with a paywall exit immediately.**

Back-end paywalls have become smarter

Digital paywalls, of course, are old news—newspaper publishers have been using them since the 2010s. The newer update is the smart (or dynamic) paywall, which uses a sophisticated algorithm to determine whether or not a non-subscribed, non-registered user is likely to convert—in other words, whether the user has intention.

Depending on their interactions and engagements, users are presented with different options or different levels of access, based on what the AI model believes will best persuade them to become a registered or subscribed user.

We like to talk about smart paywalls as back-end smart paywalls because they focus on the back-end group of consumers who have actual intention to pay (either with their dollars or their personal information) for your content. This group, based on broad industry trends, is 7-10% of your overall digital traffic.

By using smart paywalls that actively focus on intention, the industry has generally seen a 10-20% annual increase in registrations and, most importantly, subscriptions. This continues to grow as AI improves the models and refines its approach, exhibiting outcomes of 40% increases in overall subscription numbers, or an increase in their prior 10-20% gains.

Universe of Potential
Net Revenue

Universe of Potenial Registrants & Subscribers
Gross Revenue
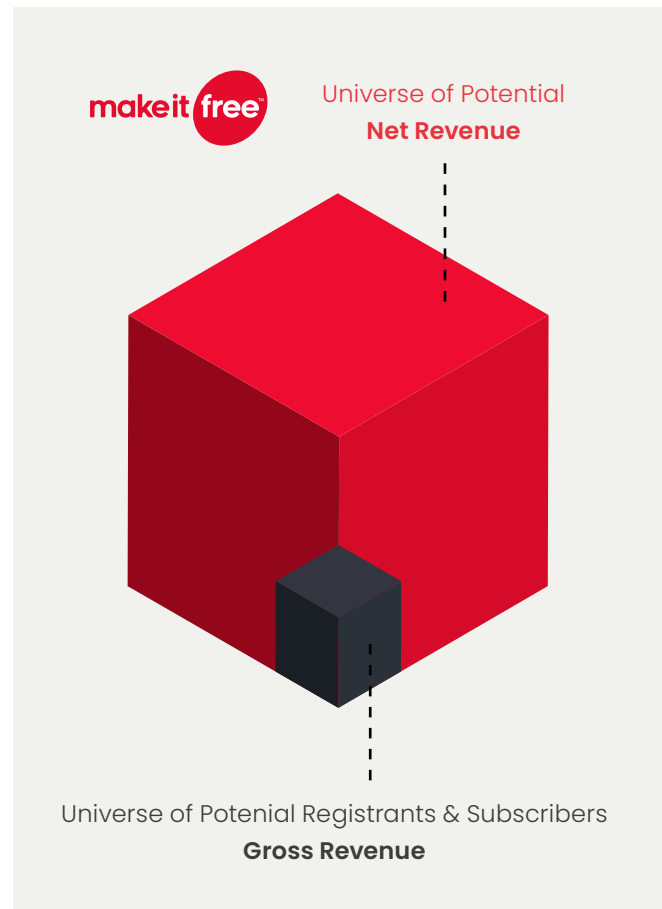
But even the smartest back-end paywall can still only address the consumer that has intention. If it worked on everyone, the subscription growth would be a magnitude higher.

Back-end smart paywalls are new, and time will tell what the actual net profit is when including churn, service cost, etc. But regardless, any strong incremental gains in registrations and gross subscription revenue are tremendously welcome, which is why these systems are—and should be—widely used.

What about the 90-95% who are exiting?

Think back to our old-school publishing analogy: The consumers who walked by a newsstand—perhaps slowing to scan headlines or read bits of a story, or perhaps not—have been replaced by your current front-end digital traffic.

The majority of front-end digital traffic has one specific, consistent quantifiable trait: **They have no intention.**

We know the majority of digital traffic have no intention because they refuse to either register or subscribe. Research has shown 90-95% of consumers exit a paywall immediately because they do not want to register or pay for an article. Plain and simple. This digital consumer behavior is entrenched and unlikely to ever change—we call this majority group the No-Intention.
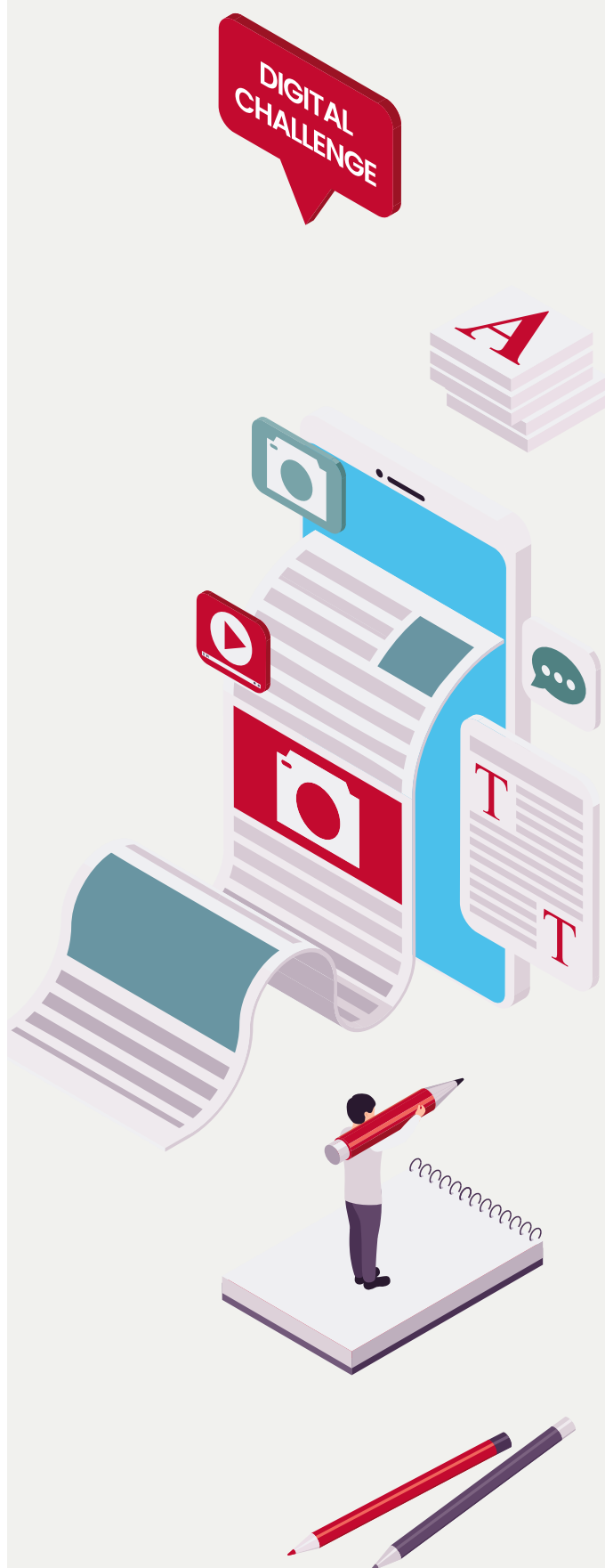
More options for consumers with front-end paywalls

But today's digital domain offers something new that the legacy environment and the prior digital environment didn't have: front-end paywalls.

Think of a front-end paywall as an enhanced version of the newspaper vendor who took the time to look every passing customer in the eye while yelling, "Extra! Extra! Read all about it!"—it's the enhanced version because this modern newspaper vendor is adding on **"FOR FREE"**.

Now you can get in front of the masses hitting your paywall and finally offer a fourth option up front, an alternative to registering, subscribing, or clicking away. You can provide a seamless, front-end solution—along with your existing back-end smart paywall solution—to engage the 90-95% of consumers who make up the No-Intention.

Instead of continuing to stop engagement between your mass of consumer traffic and your product, you can get paid net revenue every single time you tell a consumer, Yes, you can have this article for free.

With Make It Free, the NO-INTENTION consumers can choose this fourth option—the option that allows them to receive their desired content without paying or registering with your site, while also allowing you to generate net profit.

This removes a negative experience that is literally turning away your potential consumers. In its place, you'll generate a positive experience that allows your consumer to engage with your product, improves customer relationships, enhances brand reputation, and builds loyalty, all while increasing your profits.

This doesn't replace your back-end smart paywall, which is doing exactly what it was designed to do: capturing information and revenue from those interested in providing them. Your back-end paywall is the perfectly solid and seaworthy rowboat that you've come to rely on—there's absolutely nothing wrong with it, and you'd sink if it disappeared.

The oars for the boat

Front-end and back-end smart paywalls exist together in harmony. They make the customer journey better for all consumers. Not only does a front-end paywall solution produce net revenue for you, it does so while generating more engagement with happy consumers who have enjoyed your content.

If your back-end paywall is the trusty rowboat, the front-end paywall is the oars: The oars don't replace the boat; they're essential tools that complement the boat to get you where you want to go.

> Today's publishing traffic environment is better than the industry could ever imagine, for the same reason having a rowboat with oars is better than just having a rowboat.

Our front-end solution captures those who never make it to your back-end paywall system. And even better, it converts more people into having a positive future intention. By giving your consumers what they want, you're building customer loyalty and increasing your subscriber and registration bases down the road.

> You get more bees with honey

Publishers today can no longer ignore the mass of consumers they've been turning away daily. Every publisher needs a two-part smart paywall that addresses the front and back ends.

How does it work?

When you partner with Make It Free, you add our "Make It Free" button to your paywall.

When a No-Intention consumer hits your paywall, all they need to do is click that button. The consumer can then choose to provide us with their email and opt in to receive four targeted emails—in exchange for access to a free article from you.

When consumers click our button, on average 32% convert, agreeing to receive emails from us in exchange for an article. Currently, consumers are using the service an average of 4.2 times per month.

Each time someone uses the service, you get paid! For every consumer who uses Make It Free, you earn $0.10 – for each individual article.

We believe one of the key reasons consumers have shown strong adoption, retention, and engagement rates is because they trust our process and its clear promise: *We NEVER sell your information.*

Our upfront approach to data privacy solves a consumer's greatest concern and establishes trust toward us and toward your publication.

It's a win-win for everyone—consumers even earn reward coins for each email opened, adding a great incentive for them while benefiting your business as well.
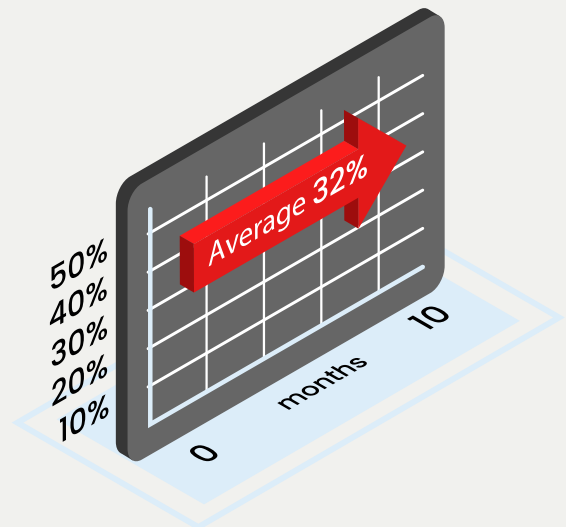
1

Add our button to your paywall

Read article FREE with make it free®

2

Get paid when consumers convert

Average Conversion

Average 32%

50% 40% 30% 20% 10%

months

0 10

3

Generate more net profits when they re-engage

Monthly Average Usage

Month 1-10 = 4.2 times

Free access for the NO-INTENTION, net profit for you

Monetize the 90%+ of consumers who hit your paywall exit without signing up or paying for your content.

Revenue from day one

With Make It Free, the same 90%+ of those consumers still won't register or subscribe, but you will earn conservatively $150,000 in annual net revenues (four times monthly average usage) – as well as achieving highly coveted positive consumer engagement that increases future intention.

> The publisher net profit difference is tremendous.

No cost, only benefits

There is no cost to publishers to use Make It Free. As soon as you launch our service, you start getting paid to create a positive environment for digital consumer traffic to enjoy your perishable content, while cultivating a more positive consumer relationship that builds future intention.

Current outcome per 1M paywall visitors

90%+ HIT PAYWALL THEN EXIT
(never give their email)

Zero Revenue

MIF outcome per 1M paywall visitors

90%+ HIT PAYWALL YOU EARN NET REVENUE
(never give their email)

$150,000+ Estimated Annual Net Revenue

+ increased ad insertion revenue
+ highly coveted consumer engagement

Complete your paywall

Publishers can no longer ignore the millions of consumers turned away daily at their paywall. Having an integrated front-end and back-end smart paywall solution is essential. Make It Free enables you to unlock the evolution of publisher profitability and long-term success.

Get delayed email gratification

Even more compelling is that you can achieve delayed email gratification. Each quarter we send your special offer for a newsletter or subscription to each of the consumers who have used our service on your site. With little effort on your part, you can build rapport while earning more net revenue.

You must have this
90% FRONT-END: NO-INTENTION
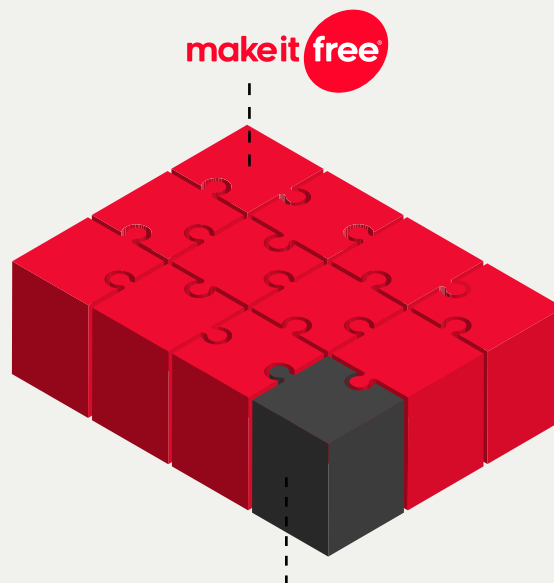
You've got this
10% BACK-END: INTENTION

Take the next step

Reach out to us today to start earning net revenue on the traffic being turned away by your paywall.

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