### Case Study

# Media and Events Company Frieze Creates New Revenue Streams and Completely Reverses Print Declines Since Switching to Pelcro

The high-end media and events company focused on contemporary art, introduces a digital subscription and membership platform to build niche communities for art enthusiasts globally.

# **The Challenge**

Frieze first approached Pelcro with the goal of transforming its online business. They were looking to move from being solely focused on ad revenue with minimal focus on print subscriptions to a more sustainable membership model. Their main challenge was maintaining long-term relationships with their target audience who they were connecting with solely at the live events. Frieze was looking for ways to connect galleries with the niche buyers of the art world. They were operating from a one-time transactional style of list building and needed a more permanent membership solution to increase the lifetime value of their customers.

They also needed a place where they could combine subscription options for both their print and digital offerings under one umbrella. Prior to partnering with Pelcro, there were no digital subscription offerings available on their website. They wanted to introduce another revenue stream for the business but worried that it would compete with and cannibalize their ad revenue.

## **The Solution**

Using Pelcro platform, Frieze implemented their first paywall. They started with a metered paywall which is set up to trigger a sign-up modal after a reader reaches their 3rdpage view. Frieze readers now have the ability to subscribe for access to unlimited digital content, subscribe to a print + digital experience, or sign up for an exclusive membership.

Frieze went from a situation where they were entirely ad-funded, to a place where they are both ad-funded and subscription-funded. Laidlaw mentions "We didn't see any offset; it was all just new revenue." and adds "We implemented the paywall and it just worked from day one". Frieze also experienced an unexpected growth of its print revenues. The 12% per year decline in their print subscriptions has now completely halted and has now completely reversed the decline since switching to Pelcro.

# **ABOUT Frieze**

Frieze is a media and events company that comprises three publications, frieze magazine, Frieze Masters Magazine, and Frieze Week. The company also hosts four international art fairs, Frieze London, Frieze LA, Frieze New York, and Frieze Masters. They host regular talks and summits which are led by frieze editors and frieze. com. They are the definitive resource for contemporary art and culture. It was founded in 1991 by Amanda Sharp, Matthew Slotover, and Tom Gidley with the launch of frieze magazine, a leading magazine of contemporary art and culture.

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I would absolutely recommend Pelcro to a friend or colleague. If you are looking for a functional and good value paywall platform to manage your digital memberships I would look at Pelcro because we have had good success with it

**Tom Laidlaw** Director of Audiences at Frieze

# **The Paywalls & Modals**

Frieze has implemented 2 types of paywalls to encourage readers to register at different places on the website. Below are images of the paywalls and sign up modals that have helped them achieve their desired results.

### FRIEZE The riposte comes from the counter-effect of actual circumstances. Night falls. The crowds

have guit the beach. The two protagonists, in their one-piece bathing suits, realise that they're freezing. They admit to their real occupations. Love is not yet part of the exchange; that is a lofty agenda. 'Let's have fun,' says Mary, the keeper of little lambs. She thinks that only the act of sexual intercourse makes it possible to decide what one feels for the other. Perhaps something that could be called love will crystallize. What might this be? Something that can take a knock or two.

FEATURES & INTERVIEWS EXHIBITION REVIEWS OPINION



The couple move on to the attractions. The pleasure machine of Coney Island is not too precise. Mostly sheer thrust, the machine serves amusement, and considered as machinery YOU HAVE 1 FREE ARTICLE REMAINING THIS MONTH BECOME A MEMBER FOR UNLIMITED ACCESS TO FRIEZE.COM AND THE DIGITAL ARCHIVE SINCE 1991.

JOIN FRIEZE

Explore for the first 30 days, with free cancellation

Already a member? <u>Sign In</u>

### Frieze's metered Paywall

FRIEZE	FEATURES INTERVIEWS LISTINGS & REVIEWS OPINION STUDIOS VISIT SHOP	FRIEZE	
	Ajamu is many things: photographer, archivist, sex activist, filmmaker, deter, Trekke. Since the 1980s, he has sought to use sensully and desire as methods to play with fixed notions of the self and bounded understandings of the body. If people come and thick Ajamu's work is simply about identity and representation,' he reflected in his studio in Brixton, south London, 'then they haven't engaged with it.' The work of Black and hown artists often gets locked down into a discussion of social and cultural identity. he continued. The artist uses sensation and sex to bypass these conversations, drawing on the history and process of photography to explore what I want to do and what I want to have done to my Black body'. Ajamu was born in the northern town of Huddersfield in 1963, to parents who moved to Britain from Izmaica in 1961. He adopted the name Ajamu, which means 'he who flights for what he kellewer' in Yruna, in 1991. Modersfield was not been to reactiveness motions thereas the section of the social means and was to be added to the social means the social means the social means and was to be added to the social means the social means the social means and the social means the means the social means the means the means the means the means the means the means t	Select one of the option FRIEZE IN DEPTH E40 / E45 / 550 a year (sutomatically renews) • Unlimited access to frieze.com and the	E40 / E45 / 550 a year (automatically renews) • Unlimited access to frieze.com and the
	JOIN FRIEZE	frieze archive <ul> <li>Free admission to digital talks</li> <li>Priority booking to Frieze Fairs and early access to Frieze Viewing Rooms</li> </ul>	Check this box to gift this subscription
	BECOME A MEMBER FOR UNLIMITED ACCESS TO FRIEZE.COM AND THE DIGITAL ARCHIVE SINCE 1991. Explore for the first 30 days, with free cancellation.	Exclusive Member discounts in the Frieze shop     Invites to member-only events	
	JOIN FRIEZE	Curated e-newsletters with global art highlights     Explore for 30 days, with free cancellation	
	ALREADY A MEMBER? Sign in to continue reading this article		

### Frieze's Embedded Paywall

FRIEZE		
CREATE YOUR ACCOUNT		
Already have an account? <u>Sign In Now.</u>		
CREATE YOUR PASSWORD *		
CONFIRM YOUR PASSWORD *		
SALUTATION *		
FIRST NAME * LAST NAME *		
WHAT COUNTRY DO YOU RESIDE IN? *		
* required		
NEWSLETTERS		
if you do not subscribe to our newsletters we won't be able to email you a your fair invitations, special events & offers and year-round access:		
Frieze Events: Yes, please email me Frieze Events Inc & Frieze Events Ltd's global programme information, including VIP invitations, special offers & benefits.		
Frieze Publishing: Yes, please email me reviews & opinions by today's most forward thinking writers and Frieze Publishing new events & offers.		
I accept the <u>Frieze Terms of Use</u> and <u>Frieze Viewing Room Term</u> <u>Use *</u>		
CREATE MY ACCOUNT		

Frieze's Account creation modal

# **The Customer Portal**

Frieze has implemented a customer portal where subscribers can log in and manage all details related to their account in a modern selfserve experience.

Frieze's Plan selection modal

FRIEZE	FEATURES INTERVIEWS LISTINGS & REVIEWS OPINION STUDIOS VISIT SHOP	
ACCOUNT SETTINGS		BACK TO MY DASHBOARD SIGN OUT
PROFILE	MEMBERSHIP Your current membership level.	
ADDRESS	SUBSCRIPTIONS	TRIAL ENDS
MEMBERSHIP	ACTIVE	Saturday, 9 April 2022 Cancel

### Frieze's Membership page