

## 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 3rd-page 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.



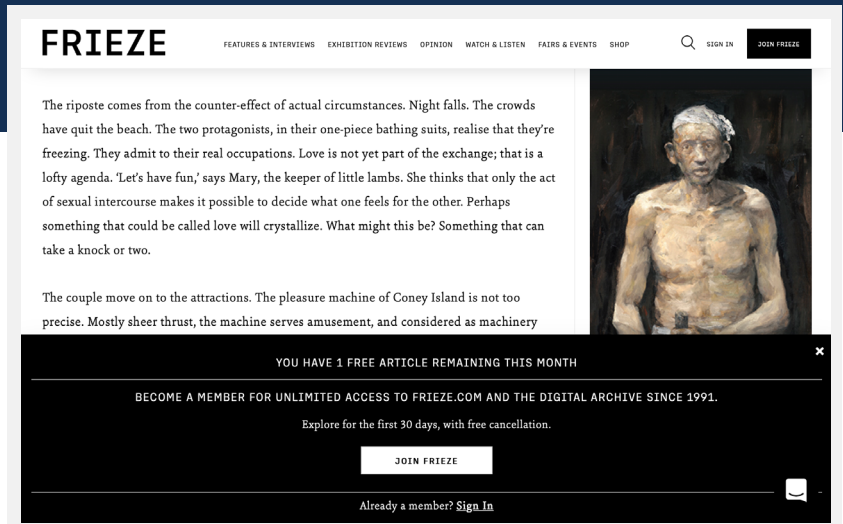
**I would absolutely recommend Pelcro to a friend or colleague. If you are looking for a functional and good value paywall platform to manage your digital memberships I would look at Pelcro because we have had good success with it**

**Tom Laidlaw**

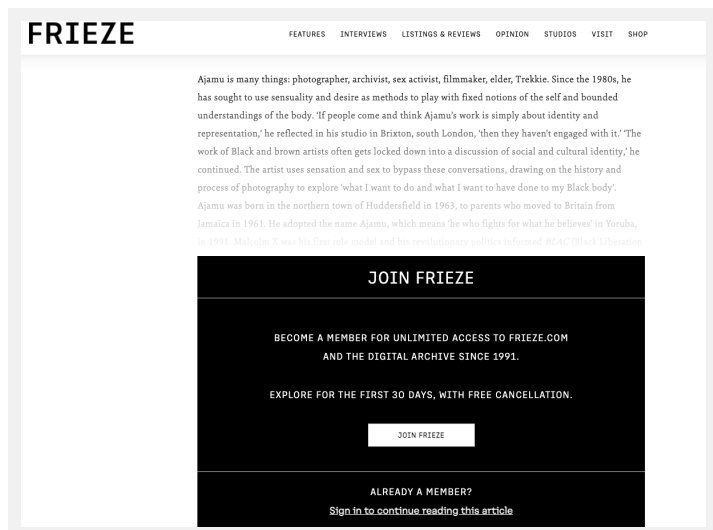
Director of Audiences at Frieze

# The Paywalls & Modals

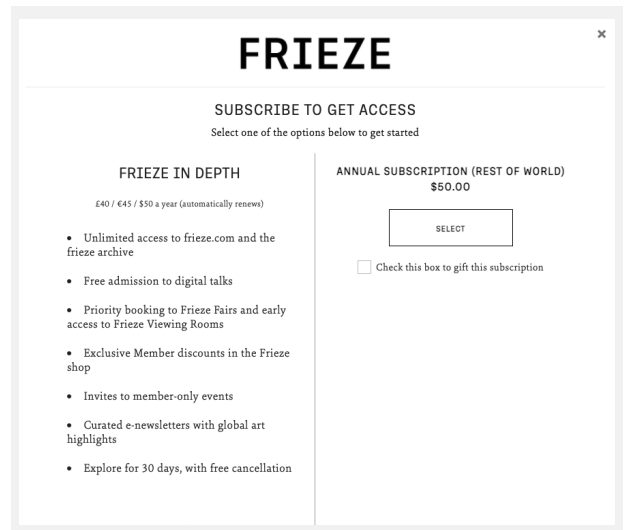
Frieze has implemented 2 types of paywalls to encourage readers to register at different places on the website. Below are images of the paywalls and sign up modals that have helped them achieve their desired results.



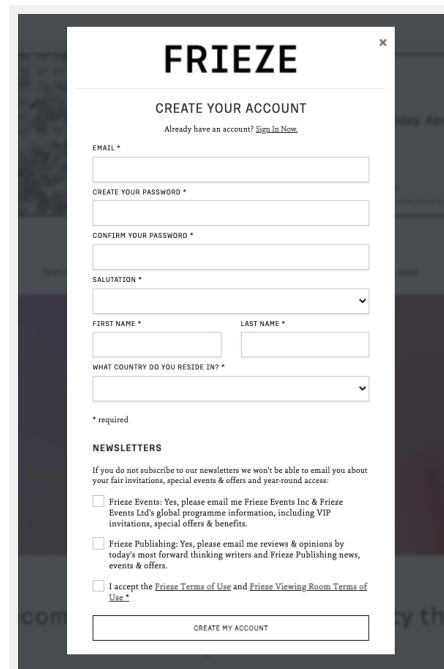
Frieze's metered Paywall



Frieze's Embedded Paywall



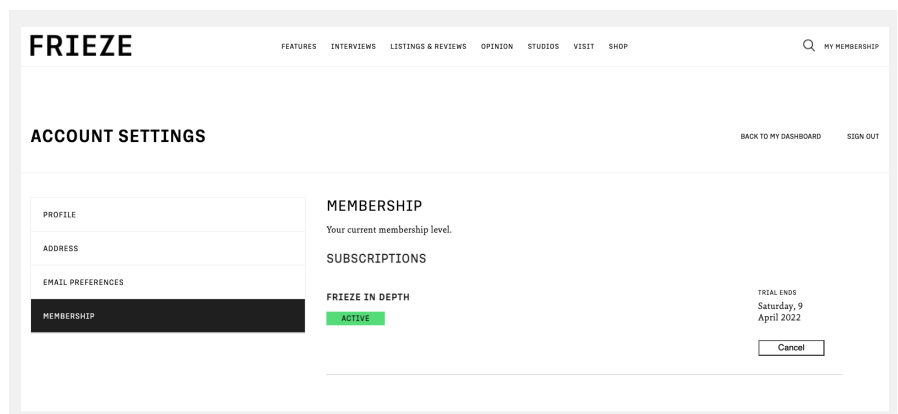
Frieze's Plan selection modal



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 self-serve experience.



Frieze's Membership page