



Gated content is a tactic for media companies that only continues to gain popularity. Many companies have started utilizing simple form collection gates for content such as webinars, whitepapers or e-books to grow their database. There is always a question of whether or not content should be gated due-to the concern of turning away potential audience members. On the other hand, if done strategically, gating can be extremely beneficial for growing your database information, increasing subscription revenue and gaining more known visitors. There's a fine line between further drawing your visitors in vs. pushing them away from your brand. If you're thinking of gating aspects of your website, you should ask yourself the following questions:

- **What do I want to achieve?**
An anonymous conversion? A subscriber?
- **What content do I gate?**
Do I only gate premium content? Or should I gate additional offerings like webinars or specific articles?
- **What allows someone past the gate?**
Do they need to be a registrant of the site, a newsletter or magazine subscriber?
- **What's my cadence and messaging?**
How many messages do I display? How often do I display them? What are they saying?

Omeda's Metering tool allows users to gate their content in a variety of ways. Explore the tactics below that our clients are implementing to find success.

Becker's Healthcare – Soft-Gated Metering

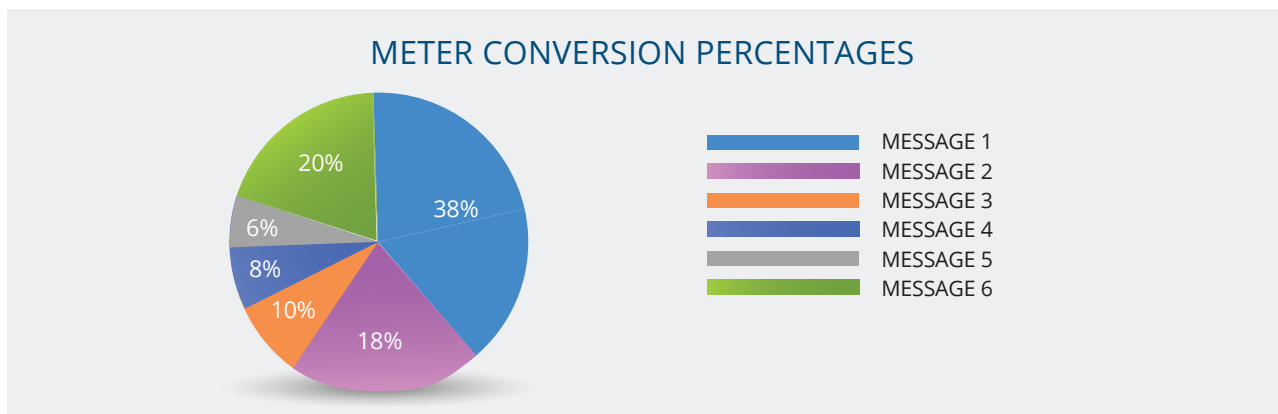
Becker's Healthcare is the go-to source for healthcare decision-makers and one of the fastest growing media platforms in the industry. Like many media companies, Becker's wants to increase their subscriber base and understand who is reading their content and visiting their websites. With over 1.6 million visitors to their site each month, Becker's wanted to capitalize on their traffic and utilize the tools at hand to learn more about these visitors. They decided to implement a gated content strategy in order to help them achieve their goals, to increase known subscribers and to drive opt-ins, all through using Omeda's metering tool.

The one thing Becker's didn't want to do was lose traffic to their website pages because of a hard gate, so they went about their strategy a little differently. Omeda's Metering tool has a flexible benefit of using a "soft gate". This soft gate was implemented with the use of a multi-message meter, letting visitors know they had 5 free articles and asking them to sign up for their newsletter(s) for unlimited access.

This achieved both the goal of increasing newsletter opt-ins as well as converting unknown visitors to known. If they were already a subscriber, the meter also provided the option to "Manage Preferences" so visitors could change how Becker's engaged with them. Throughout the entire series, the meters never actually blocked any content, but instead solely prompted registration. After the 5th article, visitors still had the ability to close the meter message and continue consuming content.

Becker's is seeing some significant results on their meter series, which has only been running for 3 months:

- **47,000+ opt-ins gained across 8,800+ customers; half of which are new customers**
- **5.3 orders (opt-ins) averaged for each customer**
- **40% of those that click on the meter are converting into a known subscriber**
- **The highest conversion is happening on the first and last meter message**
 - The first meter message is generating 38% of the conversions
 - The last meter message is generating 20% of the conversions



Lessiter Media – Site Registration Metering

Lessiter Media prides themselves on being a content-driven company that leverages new technology to serve quality news and products to their readers across a variety of platforms. They have long focused in the agriculture industry, and are always looking for new ways to engage with and learn about their audience. Like most media companies, capturing the anonymous website traffic occurring each month was an obstacle that needed to be overcome. The Omeda Metering tool was an obvious solution to this challenge. Using a meter series on one of their sites, they were able to gate their content with a hard registration wall. The meter required anonymous visitors to register for free or to login to an existing account in order to gain website access.

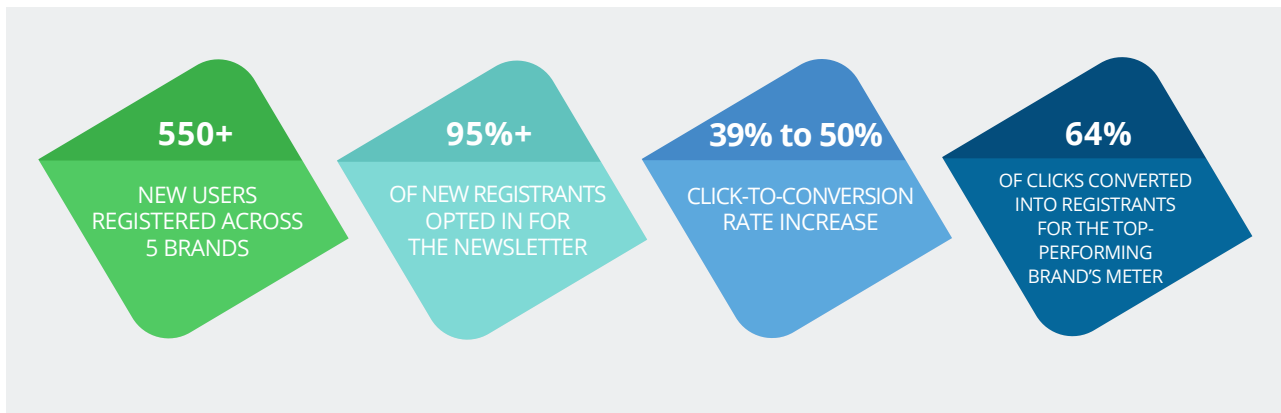
The meter series was initially implemented as a trial for only one of their brands and ran for a one-month period and would be applied to the remaining domains if the performance was strong. There were a lot of details that went along with setting up this hard registration wall, including what to do with people who were already subscribed to certain products, but had no web product (e.g. they had a magazine subscription, but no web product tied to their account). By design, the Omeda Metering tool resolved much of this technical hassle by allowing the Lessiter team to set up which



products 'automatically' bypassed the meter. Additionally, due-to Lessiter using registration and login forms that were hosted by Omeda, data could seamlessly and immediately be passed back to their database. Generally, this removed the need for known users to login because the site recognized their stored cookie upon their return.

Content strategy surrounding the meter series was simply to use two meters with different messaging to targeting those who accessed any content-related pages on the brand site. When a visitor landed on the home page, they had complete access to the site. If that visitor began reading the content and articles from the site, they were met with the first meter in the series on the third article they visited. If the visitor chose not to sign up from this first message and kept exploring the site, they were dealt a hard registration meter wall on their fifth article (two articles later). Lessiter used a strategy of slowly prompting anonymous visitors to register to encourage them to come back again, rather than serving them the gate immediately and risking driving potential new customers away.

The trial period performed strongly, and the conversions continued to grow when the strategy was rolled out across the four other domains as well:



Metering is part of Omeda's CDP solution. To learn more or get started on your own, contact clientsuccess@omeda.com