



How Micropayments drive User Acquisition and Subscriber Conversion

LaterPay

We are the leading monetization experts for micropayments and for onboarding users into paying customers.

200+ publishing and video customers in Germany and the U.S.

Headquarters in Munich and New York

Software as a Service. All data is hosted and processed in accordance with EU laws and GDPR regulations

Revenue Share business model. No implementation or maintenance costs

LaterPay

We are the leading monetization experts for micropayments and for onboarding users into paying customers.

Method. We make it easy for users to buy digital content and services. Our method reduces friction and saves users time

Technology. Our platform offers the broadest range of monetization options and is easy to integrate

Expertise. We have built, revised and helped to optimize monetization strategies. We understand pain points and turn them into features.

The LaterPay method - modern micropayments & onboarding

LaterPay is a method that reduces friction and saves users time when buying digital content and services. By removing the friction we make it easy for users to buy content and onboard them into paying customers.



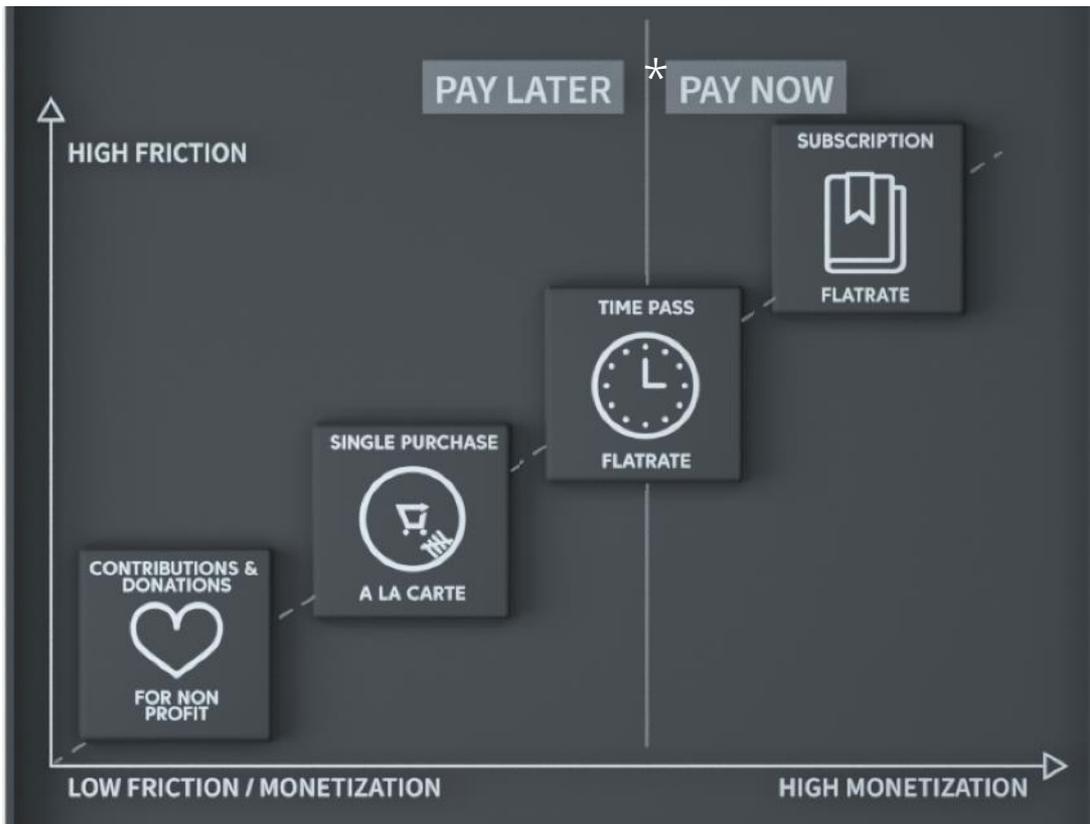
Read now, pay later: purchase EUR 5 worth of content **before asking** for payment

Aggregation & segmenting users on site

Supports **multiple** transaction models on your site

There is an entire economy that exists between ads and subscriptions - and micropayments unlock it

The LaterPay Conversion Funnel

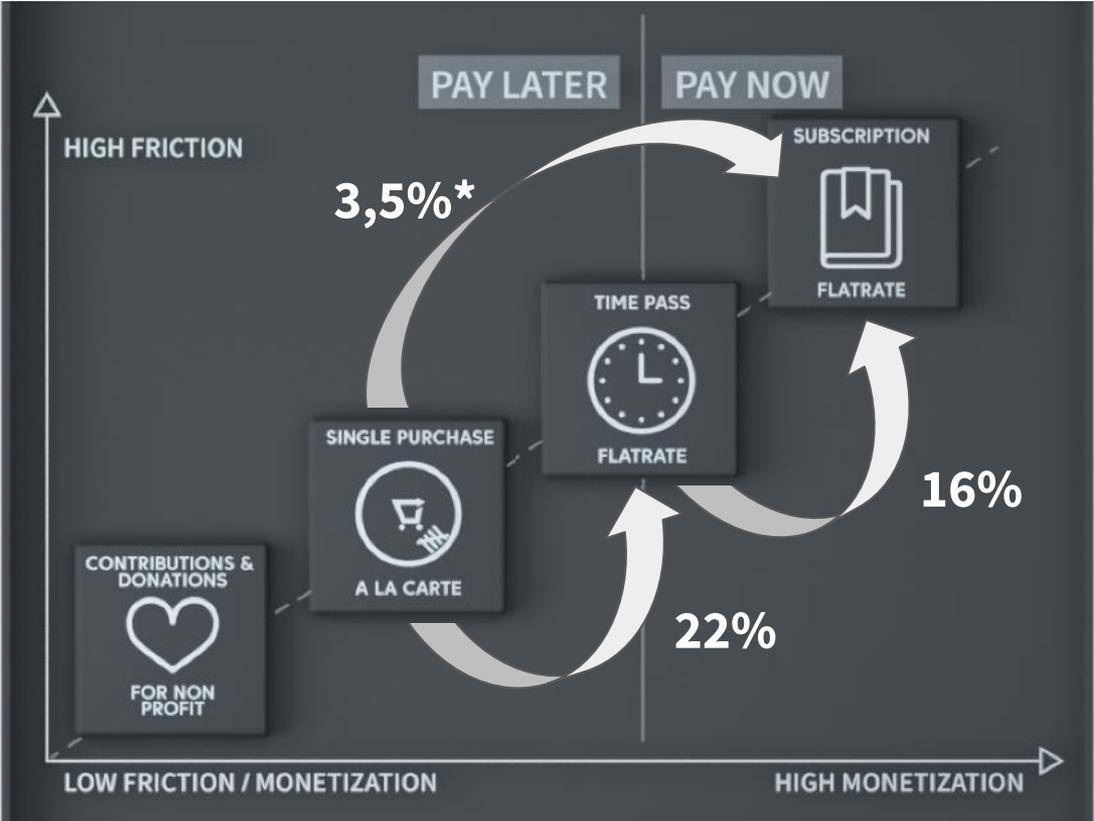


Micropayments **open up a funnel** for segmentation and flexible monetization models

Micropayments **establish value** with every click. **85%+ register & pay later!**

Seamlessly combining **different revenue models** increases the propensity to pay and the overall conversion rates

The LaterPay Conversion Funnel



Open up the funnel by acquiring single purchases and user-data

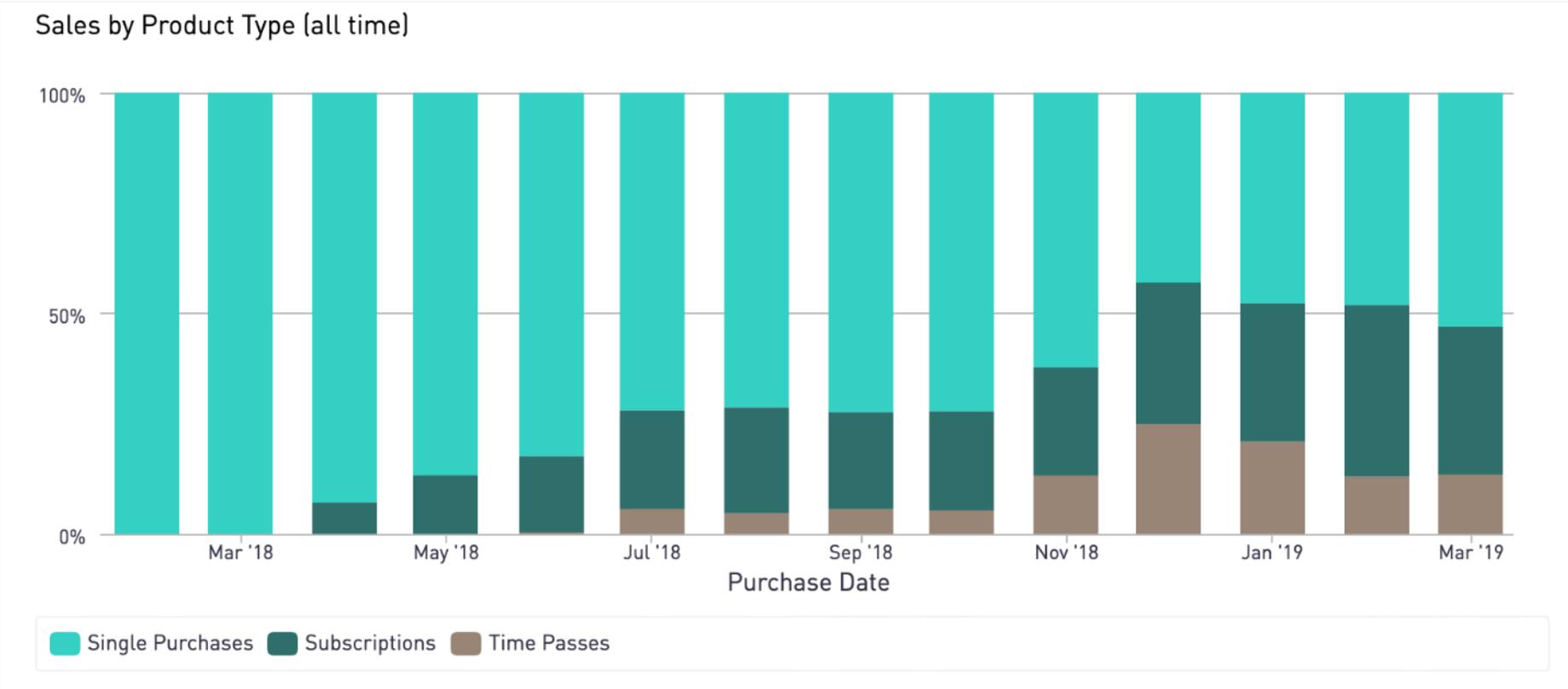
Establish value for paid content with every click

Earn money while users are getting accustomed to **paying for content**

Grow your **subscriber base**

*adding 3.5% to existing subscriber base, from users who go from individual purchase straight to subscriptions

LaterPay funnel in action



PC Games Hardware



PC Games Hardware



Special interest magazine and website



Long form content - low frequency

PC Games Hardware

Special interest long form content, low frequency

entsprechende Lizenz. Damit ausgestattete Systeme können Teile des RAMs, schnelle SSDs und langsame Festplatten zu einem intelligenten Verbund zusammenschalten, in dem häufig benötigte Daten automatisch auf dem jeweils schnellsten Medium gespeichert werden. Ähnlich wie bei anderen Gaming-Lösungen sind die Performance-Vorteile aber nur gegenüber reinen HDD-

PCGH **PC Games Hardware Plus**

Jetzt für 1,49 € kaufen

Jetzt für 1,99 € Tagespass kaufen, später zahlen

oder gleich für 4,50 € ein Monatsabo abschließen

Gekauften Artikel erneut kostenlos freischalten.

Folgende Produkte finden Sie im Test:

- Asrock B450 Gaming-ITX/ac
- Asrock B450M Pro4
- Asrock X470 Master SLI
- Asus Strix Strix B450-F Gaming
- Asus Strix Strix B450-I Gaming
- Gigabyte B450 Aorus Pro
- MSI B450 Gaming Pro Carbon AC
- MSI B450I Gaming Plus AC

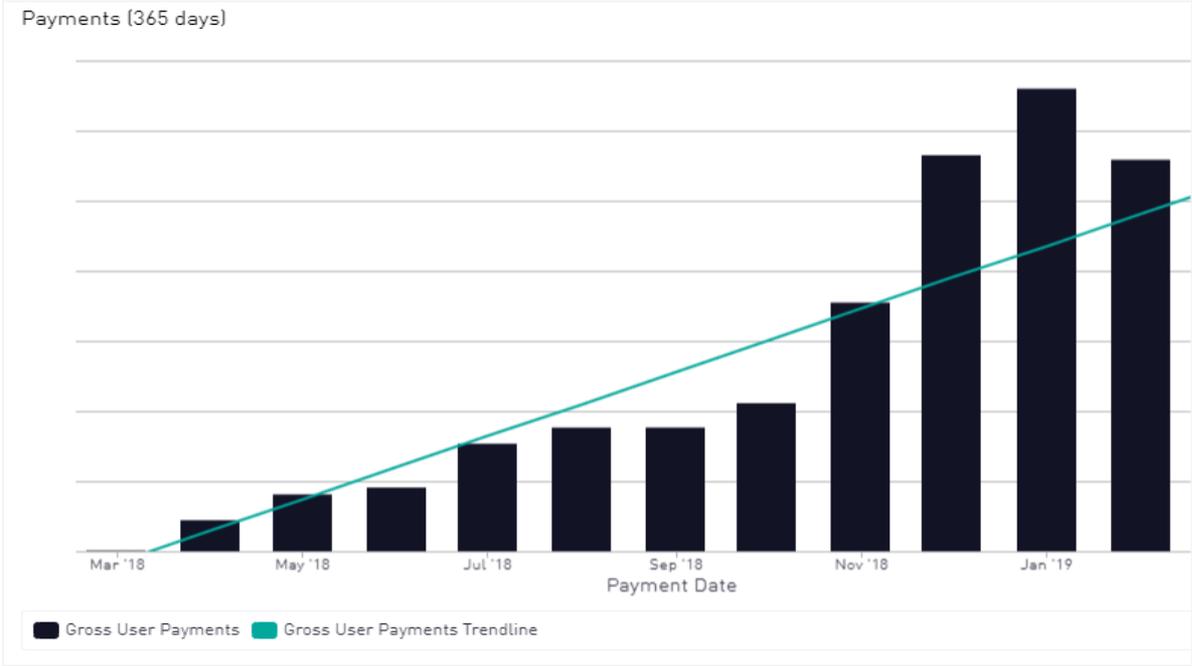
Sie können Artikel einzeln kaufen, einen Tagespass oder ein Monatsabo erwerben. Als PCGH Digital Abonnent erhalten Sie kostenfrei Zugriff auf alle Plus-Artikel!

Sie sind bereits Digital-Abonnent? Dann loggen Sie sich ein und lesen los! **Sie möchten PCGH-Digital-Abonnent werden?** In unserem Shop finden Sie viele Abo-Prämien.

So funktioniert LaterPay

Single Purchase	Pay Now	1.49 €
Day Pass	Pay Later	1.99 €
Monthly Subscription	Pay Now	4.50 €

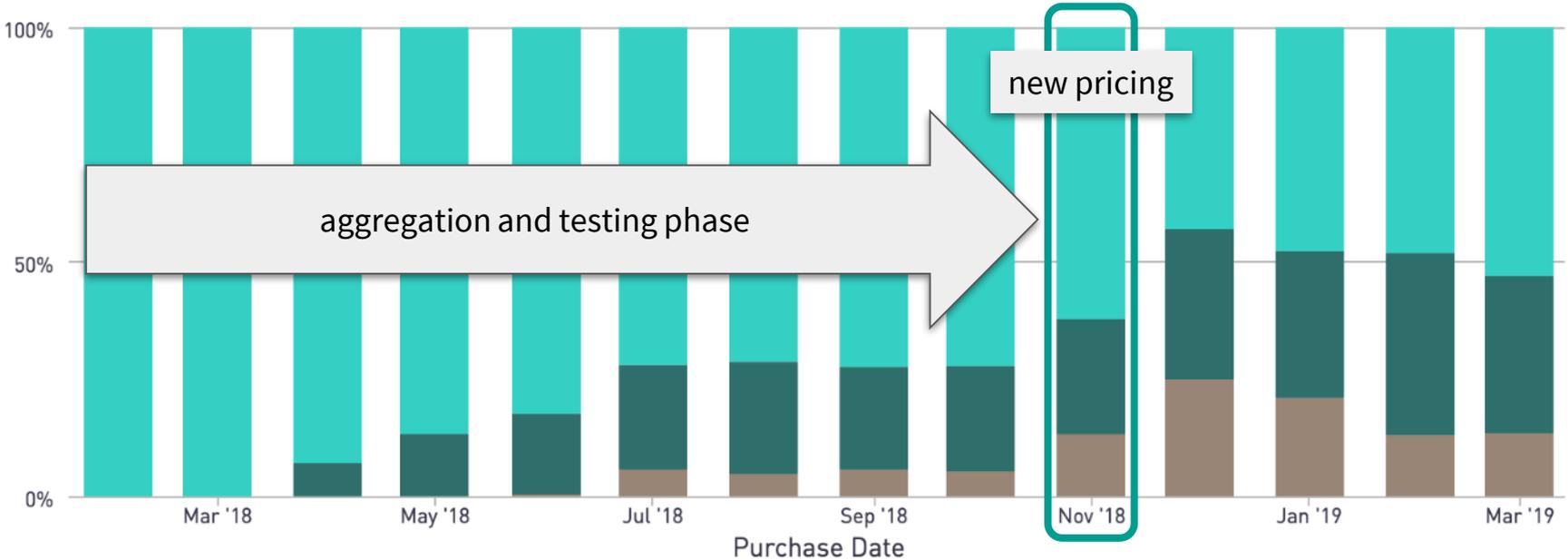
Iterations based on our BI/Analytics lead to increase in revenues



Introducing new revenue models, pricing optimizations, and regular support to interpret analytics parameters empower the publisher to speed up growth of incremental revenues

Complementing subscriptions with Micropayments & Time Passes

Sales by Product Type (all time)



Single Purchases Subscriptions Time Passes

Bergedorfer Zeitung



Bergedorfer Zeitung



German local newspaper



Short form content - high frequency

Bergedorfer Zeitung

Local news, short form content , high frequency

Jetzt lesen, später zahlen

- Diesen Artikel** 0,20^{EUR}
„Uns Ewer“ fährt künftig mit altem Pommes-Fett
- Tagespass - kein Abo** 1,29^{EUR}
Lesen Sie 24 Stunden alle Artikel.
- Wochenpass - kein Abo** 4,99^{EUR}
Lesen Sie für 1 Woche alle Artikel.
- Monatsabo** 8,99^{EUR}
Lesen Sie alle Artikel für 1 Monat bequem im Abo (jederzeit kündbar).
- Dreimonatsabo** 16,99^{EUR}
Lesen Sie alle Artikel für 3 Monate bequem im Abo (jederzeit kündbar).

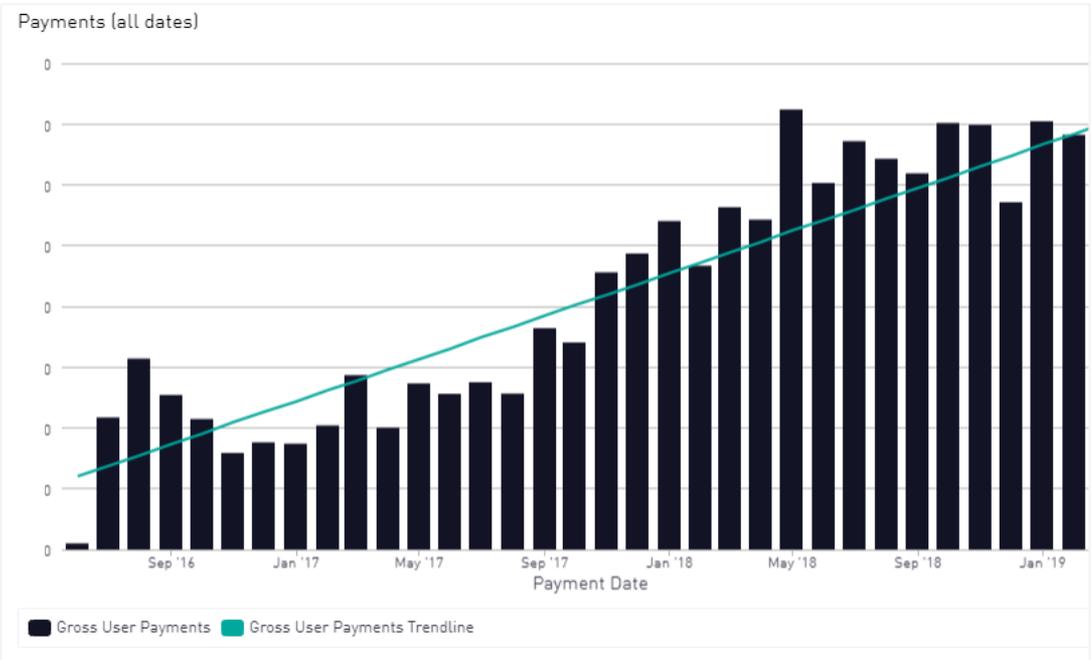
Jetzt kaufen, später zahlen

Bereits gekauft?

Powered by LATERPAY

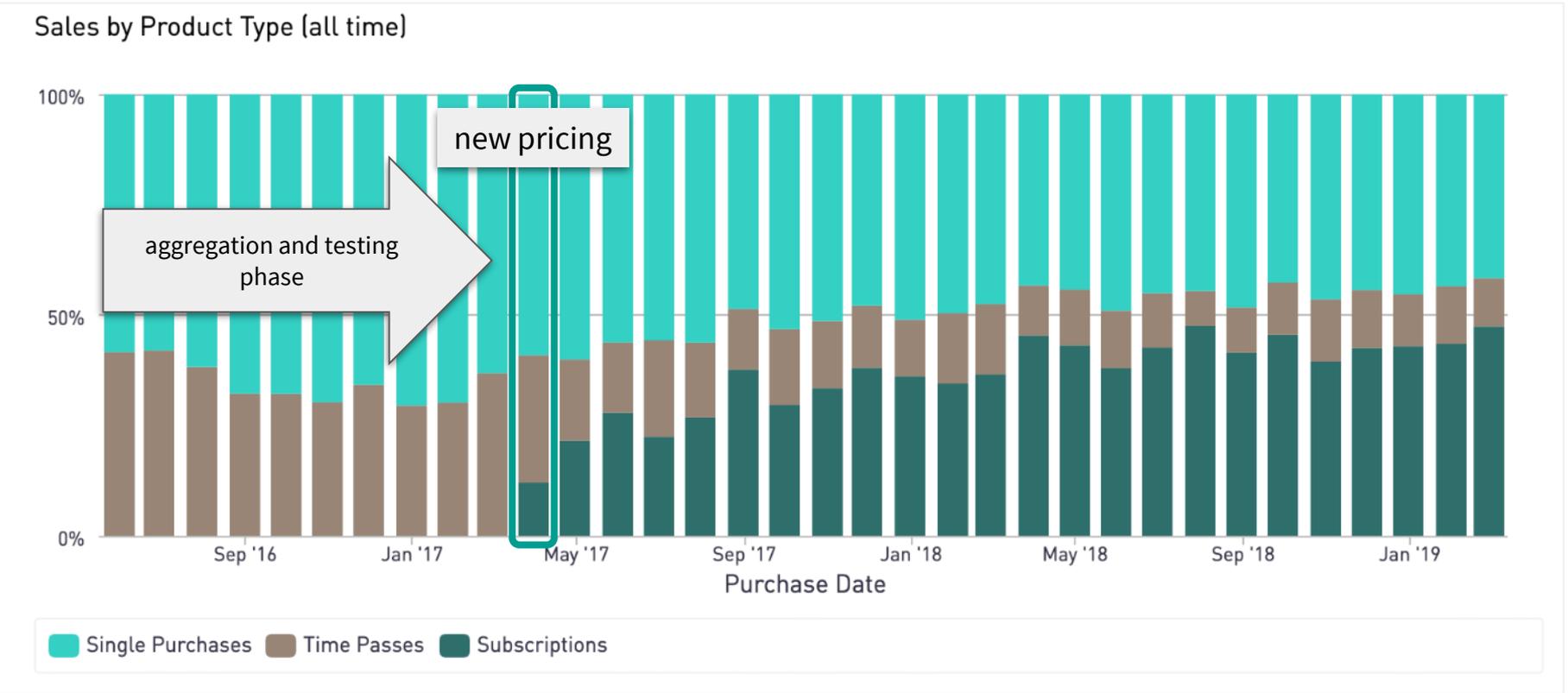
Single Purchase	PayLater	0.20 €
Day Pass	PayLater	1.29 €
Week Pass	PayLater	4.99 €
Monthly Subscription	PayNow	8.99 €
Three Month Subscription	PayNow	16.99 €

Iterations based on our BI/Analytics lead to increase in revenues



Introducing new revenue models, pricing optimizations, and regular support to interpret analytics parameters empower the publisher to speed up growth of incremental revenues

Complementing subscriptions with Micropayments & Time Passes



Try the NEW Ad-Free Salon! SALON PREMIUM

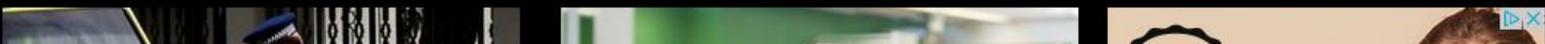


Joe Biden risks a reckoning

BOB HENNELLY

Salon.com

- Investigative news
- Ad free access** to all short and long form contents



Combined Ad-Free Access and Premium-Content offers

salon

NEWS & POLITICS ECONOMY & INNOVATION CULTURE SCIENCE & HEALTH FOOD LIFE STORIES SEX & LOVE

Two years ago, I received a message on OK Cupid from a gorgeous portfolio manager in his 30s named Simon. His message was short and to the point: "You are stunning. I would let you do unspeakable things on my face. I'm sorry fo...

To read this article and more, subscribe now

BROWSE ALL SALON HAS TO OFFER COMPLETELY AD FREE, FOR THE NEXT HOUR

Read Now, Pay Later - no upfront registration for 1-Hour Access

[Click Here](#)

7-Day Access and Monthly Subscriptions also available

No tracking or personal data collection beyond name and email address

Try the NEW Ad-Free Salon! SALON PREMIUM

salon

NEWS & POLITICS ECONOMY & INNOVATION MARKETPLACE VIDEO ABOUT ARCHIVE

Two years ago, I received a message... named Simon. His message was sho... unspeakable things on my face. I'm s...

Ad Free Access to Salon.com

<input checked="" type="radio"/> 1-Hour Access	0.50 USD
Read as much content as you want, Ad Free, for the next hour	
<input type="radio"/> 7-Day Access	3.00 USD
Read as much content as you want, Ad Free, for one week	
<input type="radio"/> Monthly Access	9.00 USD
Subscribe for ongoing Ad Free access to all that Salon has to offer	
<input type="radio"/> Annual Subscription	99.00 USD
Subscribe for one full year of Ad Free access to Salon and receive a limited edition Salon tote bag	

[Buy Now, Pay Later](#)

[Already a Subscriber? Log In Here](#)

- No upfront registration or payment required for 1-Hour Access
- Payment owed once your balance has reached \$5
- No tracking or personal data collection beyond provided name and email address

To read this article and more, subscribe now

BROWSE ALL SALON HAS TO OFFER COMPLETELY AD FREE, FOR THE NEXT HOUR

Read Now, Pay Later - no upfront registration for 1-Hour Access

[Click Here](#)

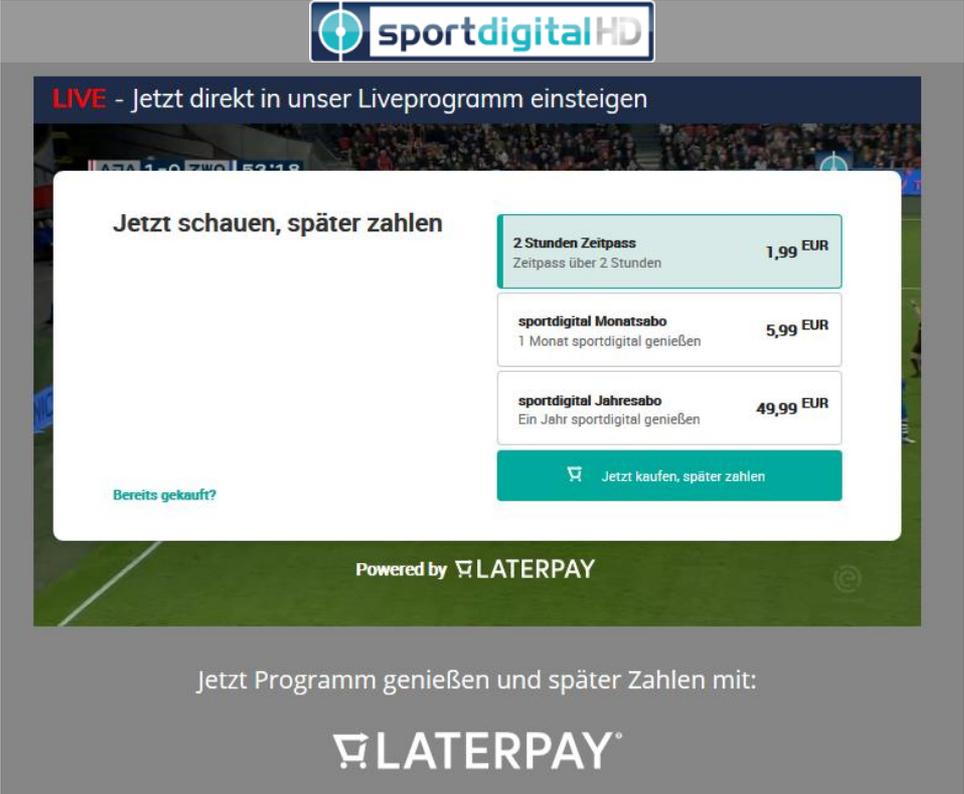
7-Day Access and Monthly Subscriptions also available

CORINA ZAPPIA

Corina Zappia's writing has appeared in Nerve, and the Village Voice, where you can find her at corinazappia.com.

MORE FROM CORINA ZAPPIA

Using Time Passes to drive Subscription revenues for Video



Sportdigital - streaming platform

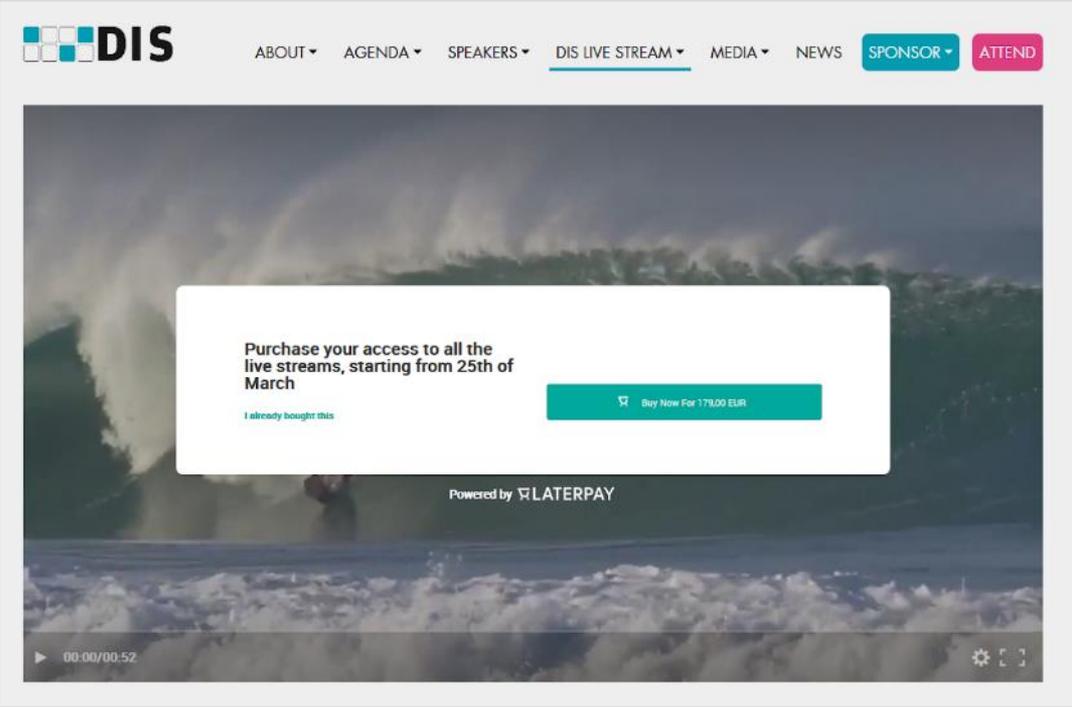
Long form videos - live and on-demand

2 Hour Time Pass	PayLater	1.99 €
Monthly Subscription	PayNow	5.99 €
Three Month Subscription	PayNow	49.99 €

Partnership with **3Q**leo Management System

Monetize video streaming and gain additional revenues with the LaterPay Funnel

Live Events with LaterPay for Video



Digital Innovators Summit - conference

Long form videos - live and on-demand

All speeches from Mitte- and Atrium-Stage are streamed live and will be available as individual videos after the event.

Summit Pass	PayNow	179.00 €
Single Video	PayNow	5.99 €

Partnership with

Monetize your events throughout the event and afterwards via Live Videos and On Demand Videos

Exclusive sneak preview at LaterPay Mobile Beta

What if the physical newsstand just got upgraded?



What if every newspaper, magazine, billboard and every other object in the real world could help you sell digital content instantly? Without an app?

LaterPay Mobile - sell digital content, instantly, in the real world



Step 1: open **browser**
and go to activate.camera



Step 2: allow **camera** usage and
point at an object



Step 3: choose model and
purchase via LaterPay

LaterPay Mobile is a proprietary technology (Pat.pending) which turns any physical object into a POS for digital content. Browser-based, no app required (*launching BETA phase now*)

There is an entire economy that exists between ads and subscriptions - and micropayments unlock it

Thank you

chasselbring@laterpay.net



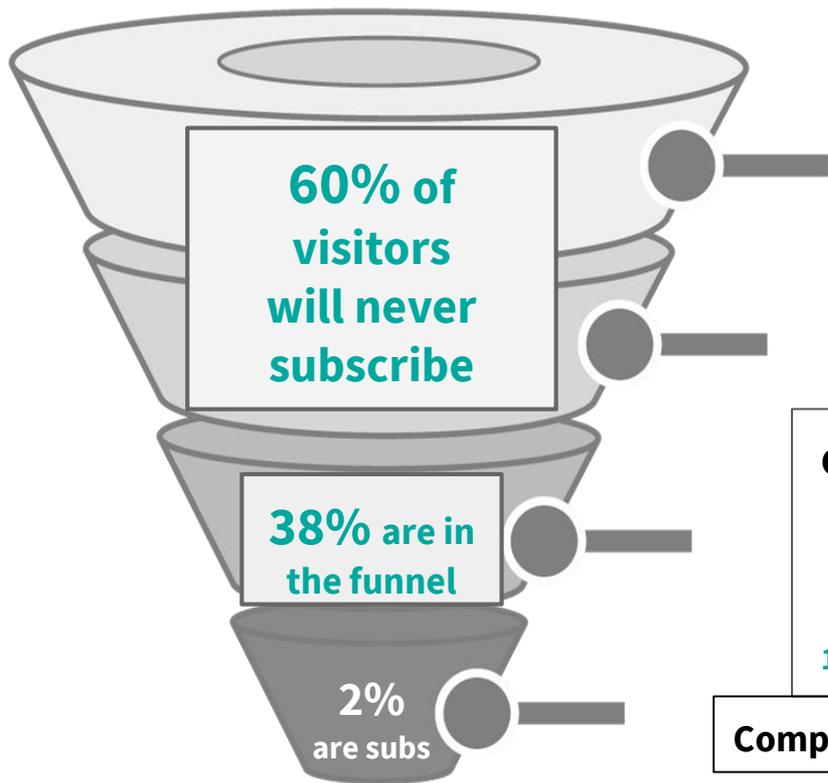
fkaus@laterpay.net

LaterPay Inc.
205 E 42nd St
New York

LaterPay AG
Holbeinstr. 30
8008 Zurich

LaterPay GmbH
Oskar v Miller 20
80333 Munich

How micropayments help content providers with user acquisition



Generate revenue from casual readers

- Collect \$ from “never going to subscribe”
 - Pay per Article
 - Digital single copy (24hrs)
 - Time Passes
 - Ad-free experience for \$

We are seeing 20% - 60% incremental revenue on top of subscriptions

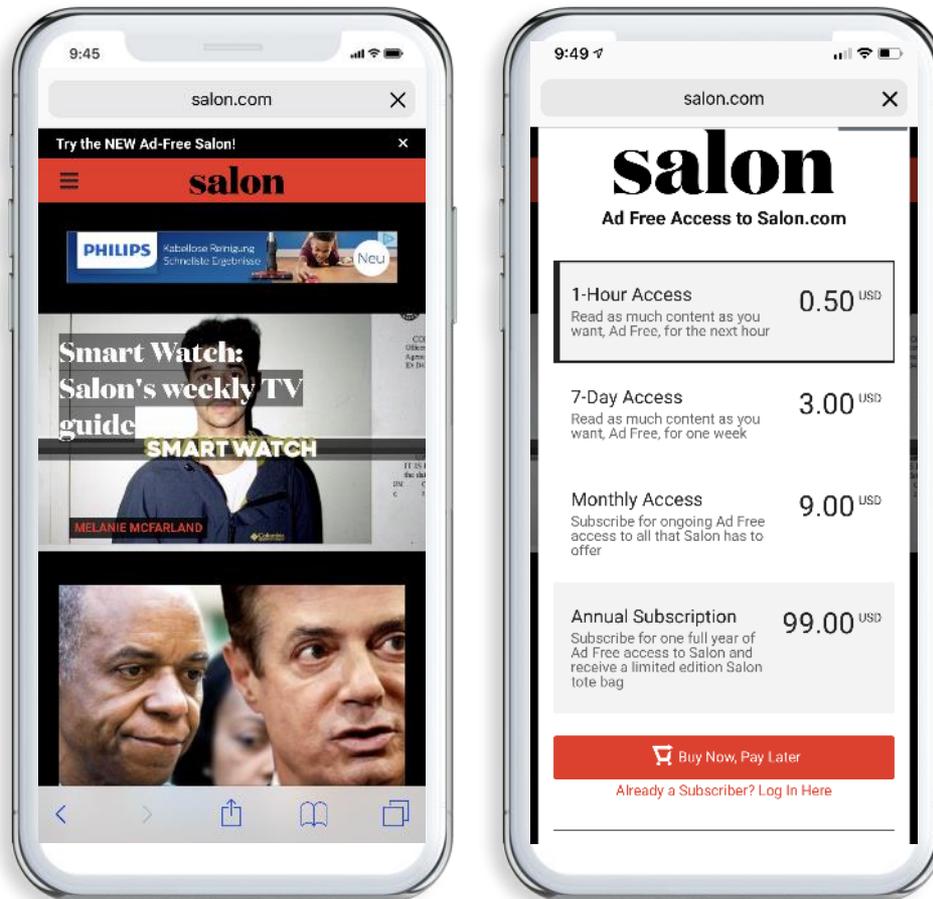
Convert mid-funnel readers to subscribers

- Reduce purchase friction
- Acclimate to paying
- Value the content

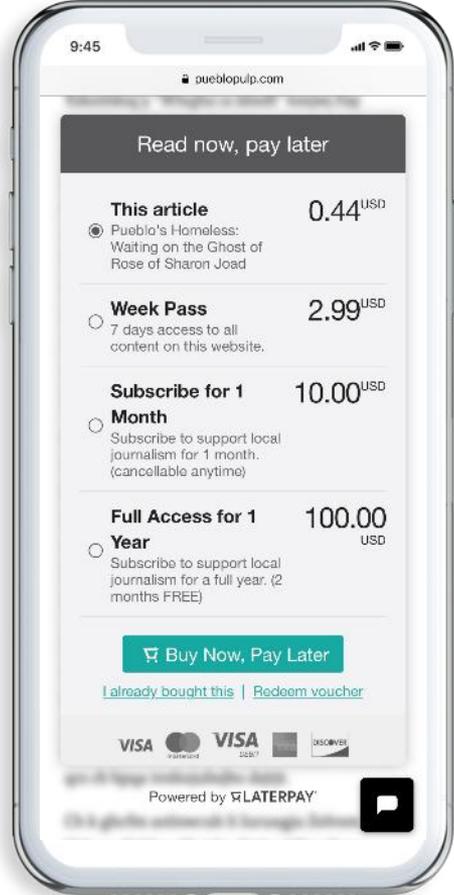
17% of subscribers bought an article or time pass first

Complement & support traditional subscriptions

Example: US publisher - Salon.com



Example: US local publisher - The Pulp, Colorado



SINGLE PURCHASE



TIME PASS



SUBSCRIPTION

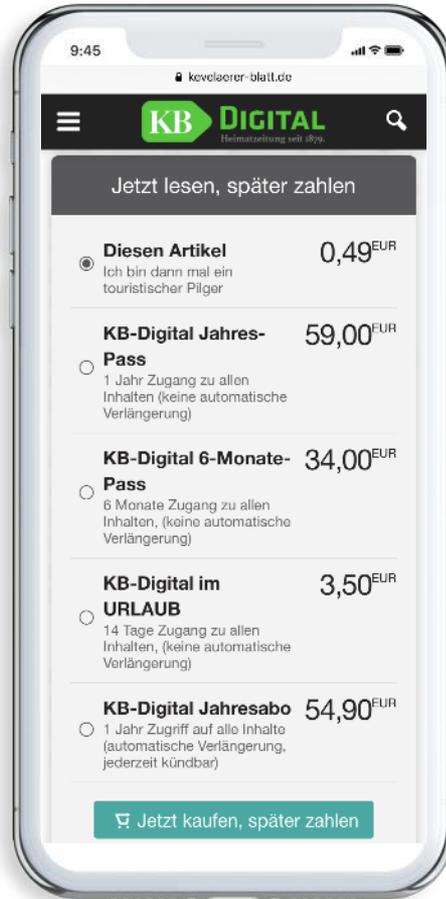


Revenues by product type (all time)



90%+ of the revenues are generated by two models: pay later and pay now (subscriptions)

Example: Kevelaerer Blatt, German local publisher



SINGLE PURCHASE



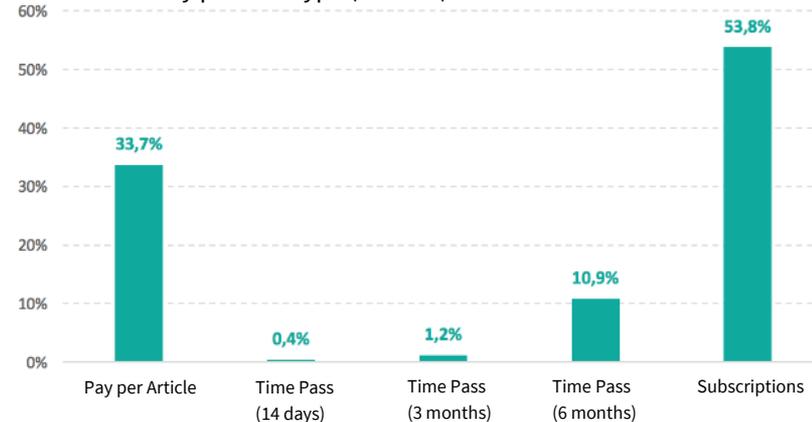
TIME PASS



SUBSCRIPTION



Revenues by product type (all time)

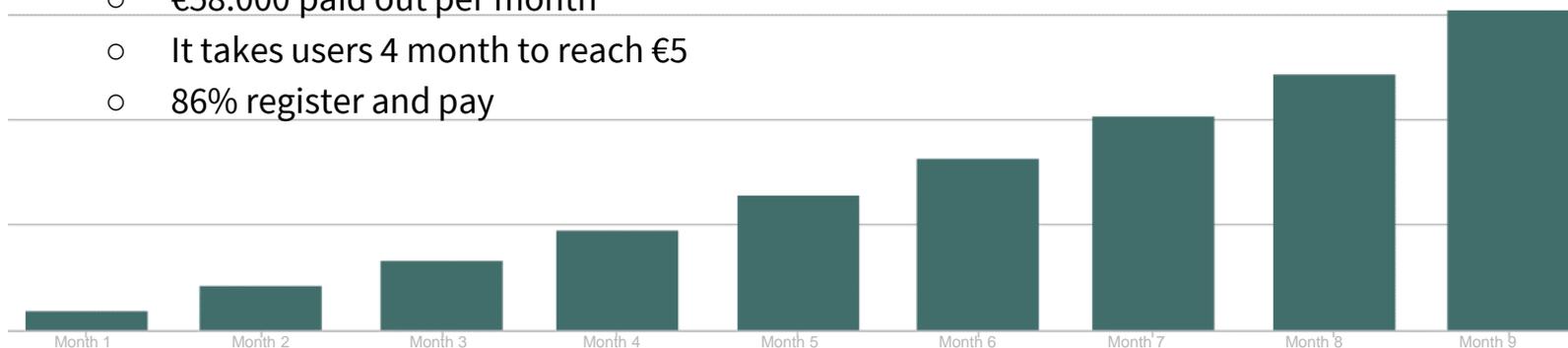


Almost 90% of the revenues are generated by 2 models, pay later + subscriptions.

Small publisher, but overall year-over-year revenues grew 300% since introducing the funnel.

Micropayments generate incremental revenues

- Only Single Purchases and Time Passes
- 2 paid articles per day (1.5% of daily inventory)
 - €58.000 paid out per month
 - It takes users 4 month to reach €5
 - 86% register and pay



Even for large publishers like Spiegel it takes time - and it requires more content. But if you do the math of what a higher share of paid content brings, you'll see some significant incremental revenues complementing subscriptions.

The End