

Le Monde

Paris, France

Le Monde

“Our partnership with Google reinforced our strategy to grow our digital subscriber portfolio. Over the past 12 months, 45% of our new subscribers came either from Subscribe with Google or by our Google Ads campaigns.”

Louis Dreyfus, CEO, Le Monde

45%

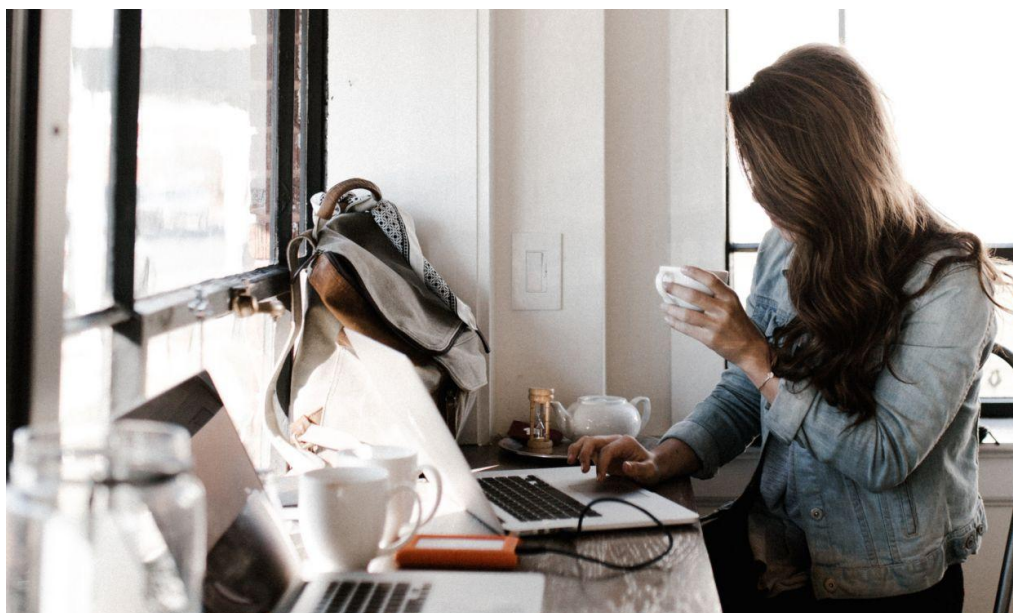
average increase in digital subscriptions over the last 12 months

58%

of new subscribers aged 18–35 opted to use Subscribe with Google

32%

of all new subscribers opted to use Subscribe with Google



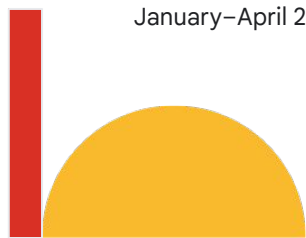
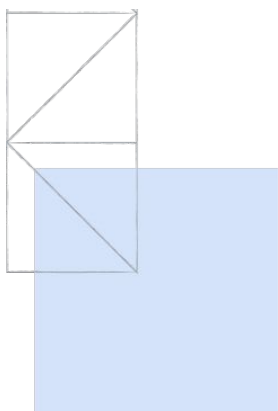
The project

As part of its effort to reach 1 million subscribers by 2023, Le Monde — a journalistic institution in France since 1944 — sought to reach new and younger audiences. The team implemented Subscribe with Google to grow digital sales and ran digital ad campaigns with Google Ads. Working with Google to develop and test approaches, Le Monde ran campaigns that appeal to younger demographics and audiences interested in video content.

The results

Le Monde is already seeing a significant impact. Over the last 12 months, 32% of all new subscribers and 58% of new subscribers aged 18–35 used Subscribe with Google. And more than 10% of new subscribers interacted with a Google Ads campaign first.

The campaigns were also more cost efficient with younger audiences, and the overall share of 18–24-year-olds among new subscribers grew 10% from January–April 2021 (vs the same four months in 2020).



Google News Initiative