



CASE STUDY

**How The Telegraph bolstered  
online conversion through  
real-time customer signals**

## What does digital transformation mean for a century-old newspaper? This one bet on a streamlined subscriber experience.

As Europe's first daily web-based newspaper, The Telegraph is known not just for being an early adopter, but a digital disruptor in the media industry. Most recently, they have been building a digital strategy that prioritizes user engagement over conventional traffic growth. But they faced one major hurdle: it is not always easy to paint a clear picture of how readers actually experience the product.

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“One of the challenges with traditional analytics is that you have to prescribe what you want to measure,” said Dylan Jacques, Technology Director at The Telegraph. “Often it's what you are not looking at that is what holds you back and is the biggest area of opportunity. That is where Quantum Metric's machine intelligence has been a big game changer for us.”

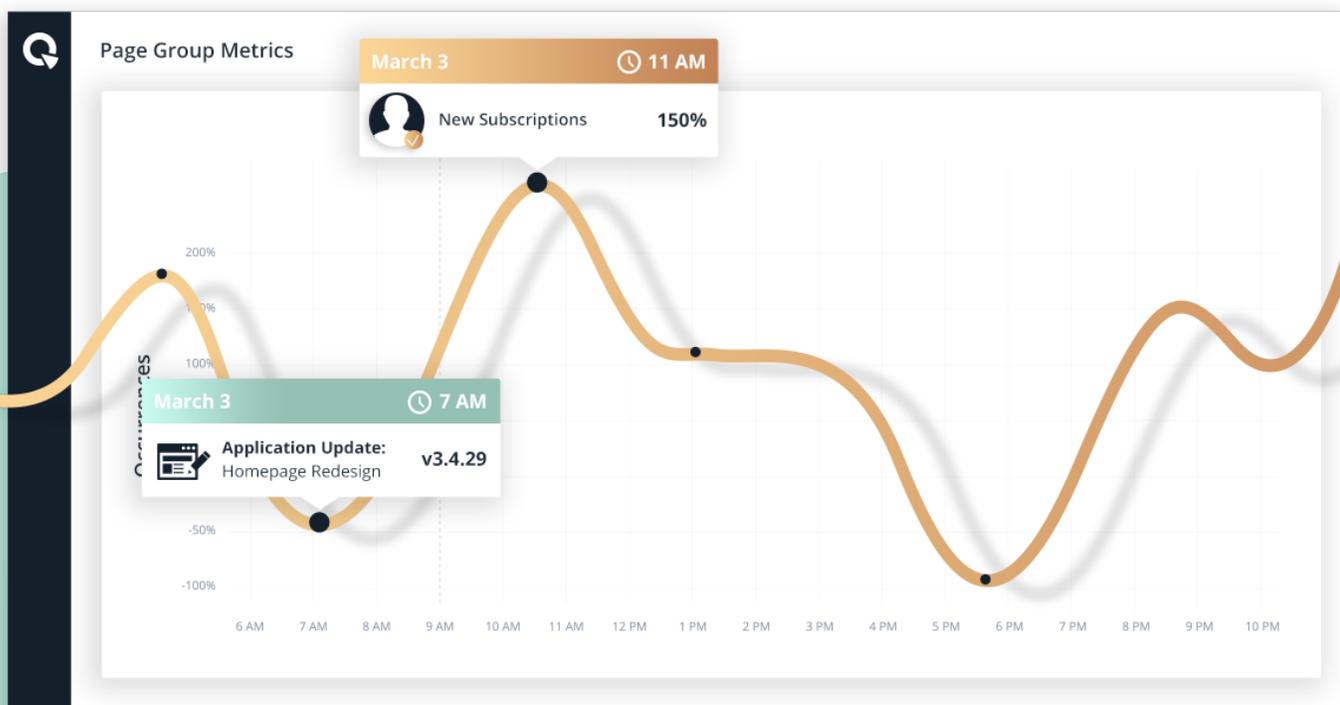
On top of identifying the biggest issues impacting customer experience, the team needed to focus on how to better prioritize limited technical resources. “While I would love to have a million engineers constantly iterating and evolving the product, in reality we have to work out where to make our best bets. We were looking for insight into what the ultimate revenue impact would be between two changes, so that we can accelerate that decision making process.”

# Making customer centric decisions faster

Within the first week of launching Quantum Metric, The Telegraph surfaced several hard-to-pinpoint issues that they could immediately quantify and prioritize in their product backlog. “The platform puts into context each improvement or issue, so we can understand quickly if it's affecting our readers at scale or only a small number of people, and how much it's affecting us in terms of revenue. Quantum Metric has really removed any ambiguity and drives us to make decisions that are the best outcome for business overall.”

“ With Quantum Metric, we are able to see the experience from the eyes of a customer, which is invaluable in maintaining that internal / external balance. The platform enables us to create products that serve the customer better.

The team also gained valuable insight into the one perspective that matters most to their business: their customers. “Sometimes data can paralyze you, it can be very internal and inward focused.”



# Below are a few examples of how The Telegraph used Quantum Metric to quickly capture and size issues from the customer's perspective.

## Frustration Detected

## Quantified Impact

## Results

### Improving the login experience

Registered users attempting to login and access restricted content failed to retrieve their passwords and were abandoning the flow altogether.

**22%** of visitors that already had an account were unable to retrieve password and continue forward in the flow.

The team knew this was an issue but did not understand the scale. They prioritized cutting out the password reset to enable a seamless login experience.

### Streamlining registration

Subscription form asked for a home address as incentive for welcome gifts and personalization, but it also introduced a level of friction.

**1 in 4** visitors that engaged with the subscription details form faced multiple errors related to 'Find address' CTA.

The team removed the unnecessary fields for a more express checkout experience.

**41%** of mobile visitors never reached the next payment step.

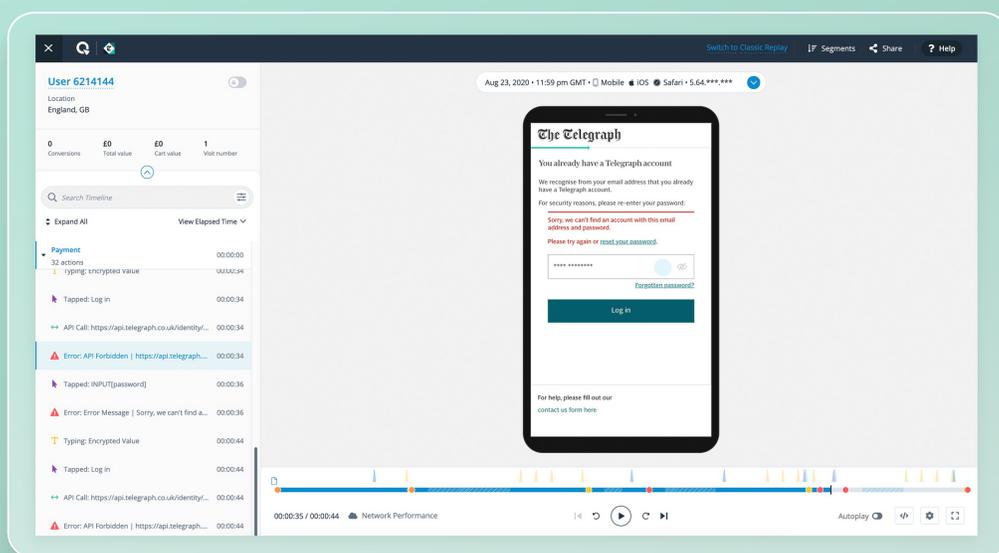
They saw a **57% increase** in conversion in just a day and a half.

### Performance issues

Within the first week of launching Quantum Metric, the platform highlighted a spike in slow API calls.

**37%** of visitors that failed to complete subscriptions experienced **long running spinners** that potentially prevented them from completing the subscription process.

The platform detected and helped the team remove scripts running in the background on the subscription flow. This led to a **1.35%** conversion rate uplift and a nearly **17%** performance improvement.



Quantum Metric captured and quantified the users that experienced friction when attempting to retrieve their password

## What's next for The Telegraph?

“Our next stage with Quantum Metric is applying it more broadly to help us optimize the content consumption experience,” said Dylan. “We hope to make the same data-driven progress that we’ve seen in our purchase funnel optimization.”

“ Once we turned on Quantum Metric, we saw that code was contributing to a performance deficit and removing it increased performance by 17%, which in turn created a 1.35% conversion uplift. This made the investment case for the platform pretty much overnight!

## How you can build better products faster

Quantum Metric’s platform for Continuous Product Design gives business and technical teams a single version of truth that is fast, quantified, and based on what matters most — your customers’ perspective. The result: Teams are aligned, learn faster, and release with confidence.

[Take a product tour](#) to learn more about Quantum Metric’s automatic analysis and anomaly detection.

## Watch the video interview

