

Brasil 247

Brazil



5/5

Reported impact on digital readiness

“Google's support has been very important in helping us to better engage with our audience and sell subscriptions more directly and effectively.”

Leonardo Attuch, CEO, Brasil 247

20%

Increase in contributions in 4 months after landing page optimization.

+15

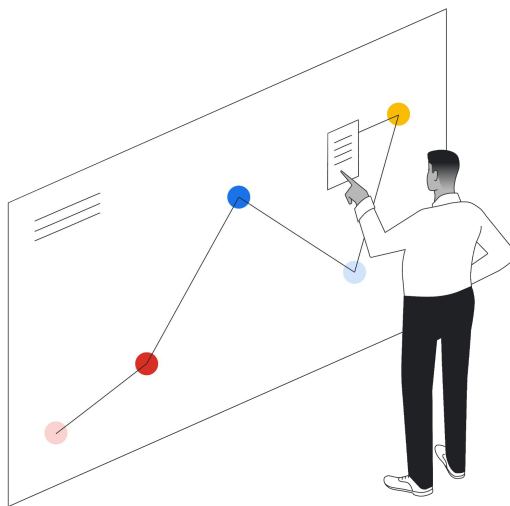
New contributors every day with Reader Revenue Manager implementation.

1300%

Increase in contributions landing page pageviews

+9K

Increase in newsletter subscribers



The project

Brasil 247 was delivered a [News Consumer Insights \(NCI\)](#) audit where they received actionable recommendations to grow engagement and revenue through our data framework.

The results

After spending two months collaborating with the NCI team, Brasil 247 are making improvements to their site and acted on the landing page and reader revenue recommendations they are also an early tester of Reader Revenue Manager for contributions.