

Serving one of the most trusted German brands.

THE SITUATION

Which brand do 96% of all Germans know and over 80% trust strongly in? Could it be Aldi, Mercedes, or maybe Adidas? No, these fall well short of the popularity earned by Stiftung Warentest, the most trusted product testing company in Germany.

Founded in 1964 by the German parliament, today it tests over 30,000 products each year. All tests take a neutral approach based on scientific methods and run by independent institutes. They even purchase their own test products anonymously to make sure to get the same standard products as the average consumer.

This is of course costly. So aside from minimal government subsidies, the Stiftung's main source of revenue comes from paid access to single test results and digital or print subscriptions to publications like test magazine and Finanztest. This is where userwerk comes into play.

WHAT WE DID

In 2017 Stiftung Warentest began partnering with userwerk and became one of the first publishers to try our innovative checkout marketing solution. Since then, it has been a fruitful collaboration for both sides, with a growing budget over 5 years.

Stiftung Warentest was open to free trial offers for their magazine subscriptions that auto renew, which we still recommend today. Our goal was getting the largest number of potential subscribers in the first step, then convert them in several discounted steps to full subscribers using auto renewal.

Consequently about 90% of the orders we generate for Stiftung Warentest are free trials and considered leads for the magazines. About 10% are direct subscriptions from our upselling function.

THE RESULTS AT A GLANCE

144 M
impressions

376,000
orders

35 %
conversion
on upselling

+5
years of partnering

SUCCESS STORY | PRODUCT TESTING



TESTIMONIAL

„userwerk GmbH stands out as a long-standing and reliable partner in the field of e-commerce, especially in product marketing during the checkout and on thank-you pages. In doing so, they support us in expanding our digital reach, brand visibility and the acquisition of new subscribers. The collaboration with userwerk is always characterized by respect, partnership and vision. We look forward to many more years of collaboration.“

Ute Krogbäumker

Online Marketing | Stiftung Warentest