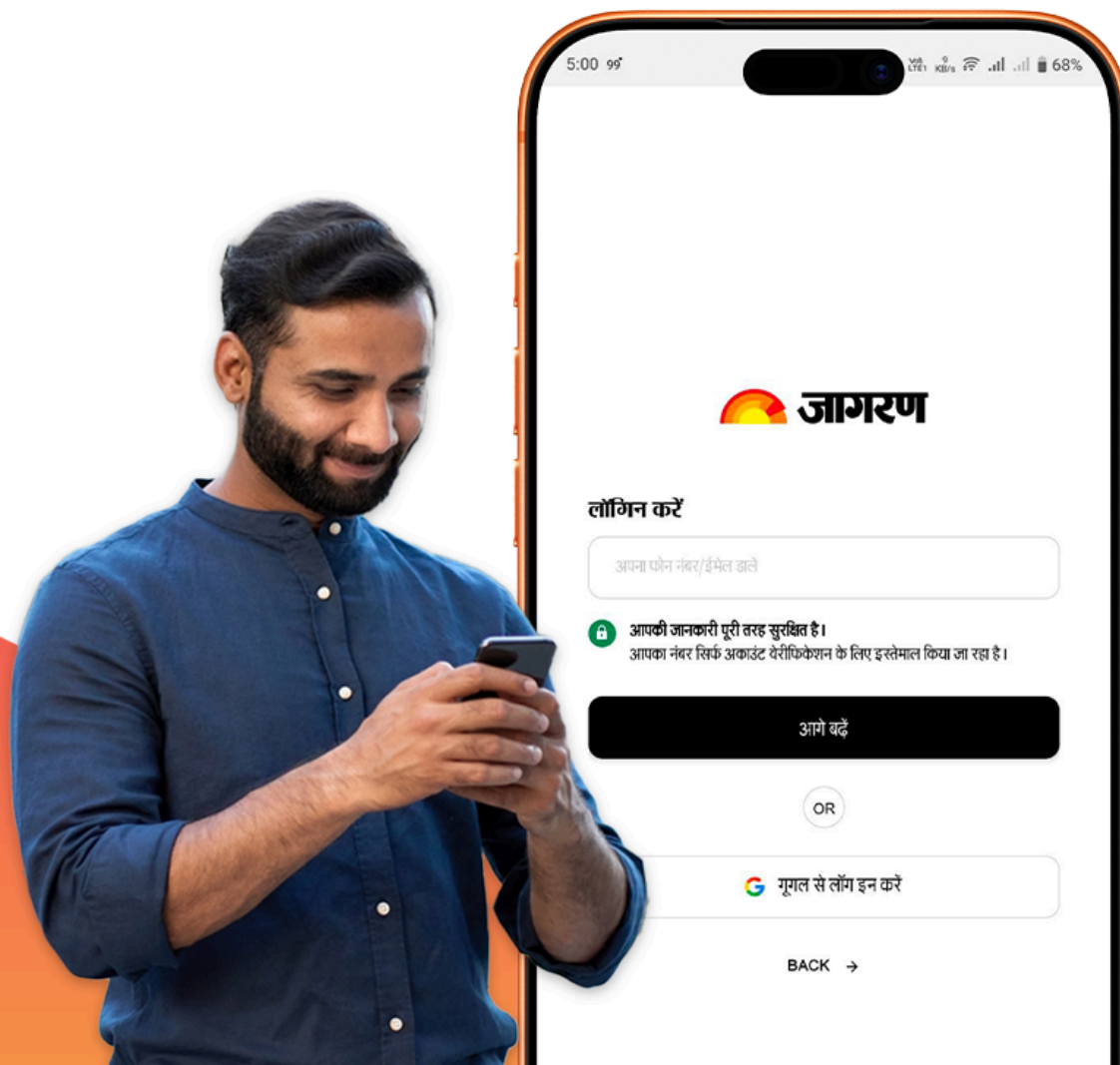


Why SiwG is a Strong Business Opportunity for Jagran New Media



Jagran New Media (JNM) is the digital arm of Dainik Jagran. JNM features a wide portfolio of 12 digital-first platforms, reaching over 100 million monthly users in India. The content spans multiple segments, including News and Information, Business, Auto, Technology, Entertainment, Lifestyle, Educational News and Careers.

By improving the organic conversion rate of existing traffic, the initiative helps lower user acquisition costs while building a stronger Customer Data Platform (CDP) with a unified view of users across touchpoints. This enables better audience segmentation, smarter targeting, and more personalized user journeys. It also supports subscription growth by identifying the right users for tailored upsell opportunities, leading to higher conversions, better retention, and more predictable recurring revenue. At the same time, a larger base of verified, signed-in users improves marketing effectiveness by providing deeper insights into user needs and content consumption patterns.

The Challenge

Before implementing Sign in with Google (SiwG), JNM faced significant friction in its user authentication flow:

Password Fatigue: Requiring users to remember credentials resulted in an estimated 25–30% abandonment rate.

Email Verification Hurdles: Manual code-based verification caused an estimated 18% user drop-off during onboarding. Users often abandoned the process while searching their inboxes for verification emails, notably slowing user activation.

Username/Email Ambiguity: Returning users frequently forgot which email address they had initially used to register.

The Solution: Sign in with Google

JNM implemented Sign in with Google to revamp their authentication model. This integration brought a fundamental shift in the user experience by delivering the following benefits:

Frictionless Onboarding: The transition from a multi-step process to a single click allowed users to resume their journey in seconds.

Verified Identity & Clean Data: Receiving verified email addresses directly from Google eliminated the need for manual verification, ensured clean communication channels, and provided reliable profile data for immediate personalization.

Cross-Platform Consistency: The solution maintained a flawless and consistent sign-in experience across JNM's varied platforms.

Enhanced User Confidence: Leveraging Google's trusted ecosystem eliminated password fatigue, increased speed, and reduced user hesitation during onboarding.

Impact

Implementing Sign in with Google was a strategic decision that fundamentally improved our business economics. By eliminating the primary signup barriers, its flow dramatically increased our top-of-funnel conversion, directly improving user acquisition rate. Furthermore, the high-quality, verified data it provided became the essential fuel for effective personalization, boosting user engagement with post-login features and creating a seamless path to building our subscription base, ultimately accelerating revenue growth.

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Jagran New Media Impacting 116M** Users And Counting

**Source: Comscore MMX Multi-Platform, Total Unique Visitors/Viewers, Total Digital Population (Desktop, Mobile & Social), [P] Jagran New Media, Total Audience, Sep'25, India

To know more, visit us at: jnm.digital

