

A man in a dark suit and tie is pointing his right index finger towards the center of the image. Overlaid on his hand and chest is a circular collage of white icons representing various digital marketing and technology concepts. The icons include a laptop, speech bubbles, a smartphone, a globe, a camera, an '@' symbol, a shopping cart, a speaker, and a group of three people. The background is a blurred blue-grey gradient.

**Targeted Digital Marketing to grow audience,  
activations & engagement**

**LEAP**

# About LEAP Media Solutions

---

- Founded in November, 2012
- Shared resource management model specifically designed for small-to-medium sized, independent newsmedia companies
- 17 Clients and over 30 titles under management
- Leadership and consulting team comprised of senior executives from ASTECH Intermedia, Gannett, NYTRMG, LA Times, Fairfax Media and Halifax
- Operations based in Old Saybrook, CT



# What Problems Are We Trying to Solve?

---

“I don’t have any email addresses to market to.”

“I don’t know anything about most of my digital customers.”

“How do I get more ‘email addresses’ - customers or prospects?”

“Once I get them, how do I keep them?”

“There are so many things I want to say, how do I fit it all in?”

- Subscriber retention
- Digital activation
- Newsletter sign up
- Subscriber communication
- Subscriber acquisition
- Advertiser promotions

“How much email is too much?”

“Does email really work?”

# PROCESS STAGES

---

## 1. Data Discovery & Consolidation



# Digital Data Discover & Consolidation

Digital Data Source	Original Source Records	Emailable Records
<i>Active Subscribers</i>	120,752	55,671
<i>Former Subscribers</i>	45,633	15,654
<i>Digital Deals</i>	40,797	32,284
<i>Digital Contests</i>	11,290	7,777
<i>AdMail</i>	100,001	80,452
<i>Newsletters</i>	14,131	10,191
<i>Website Registration</i>	107,475	34,348
Total Records	425,948	282,547
<b>Total Unique Records</b>		<b>197,451</b>

# PROCESS STAGES

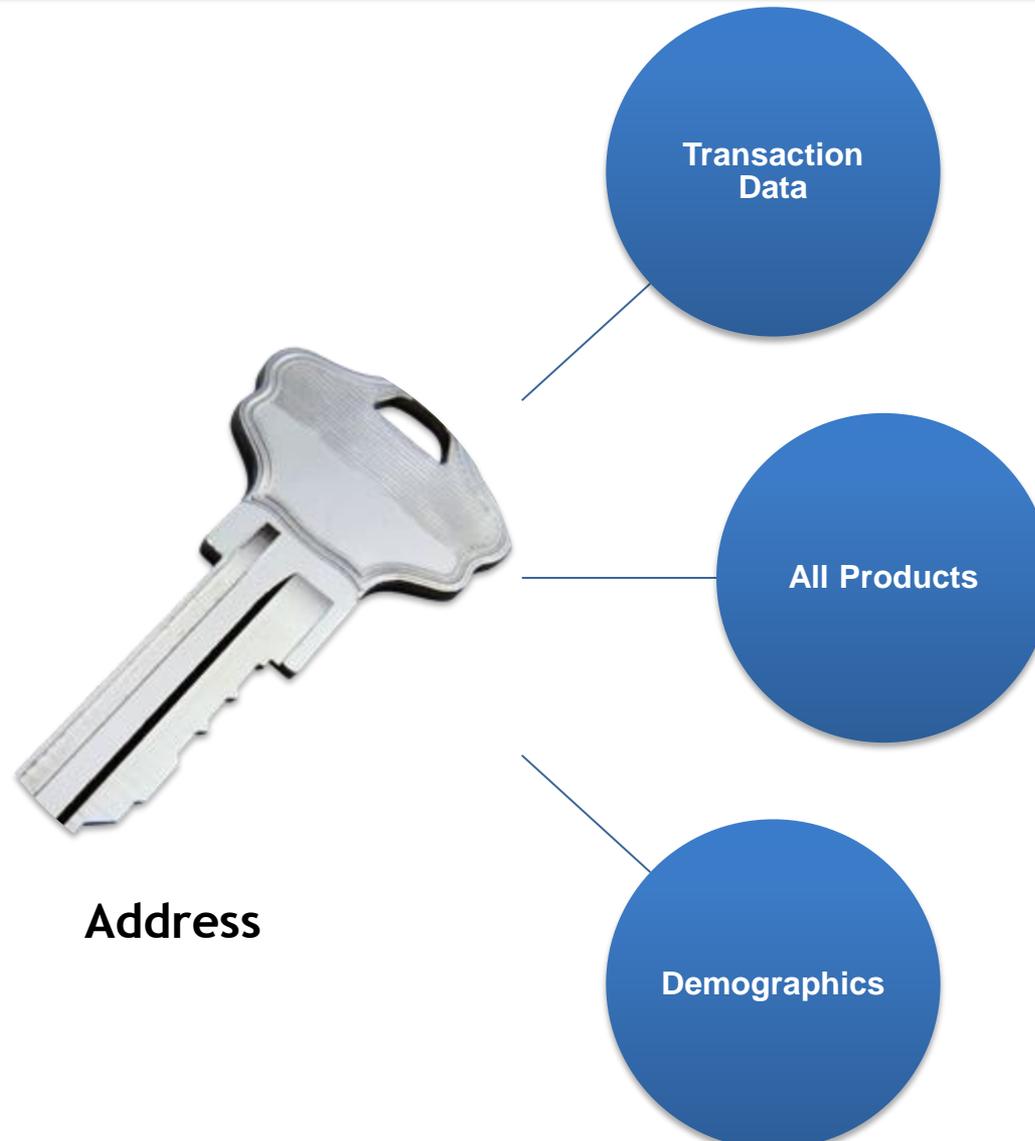
---

1. Consolidate your data assets
2. Enhance your data assets



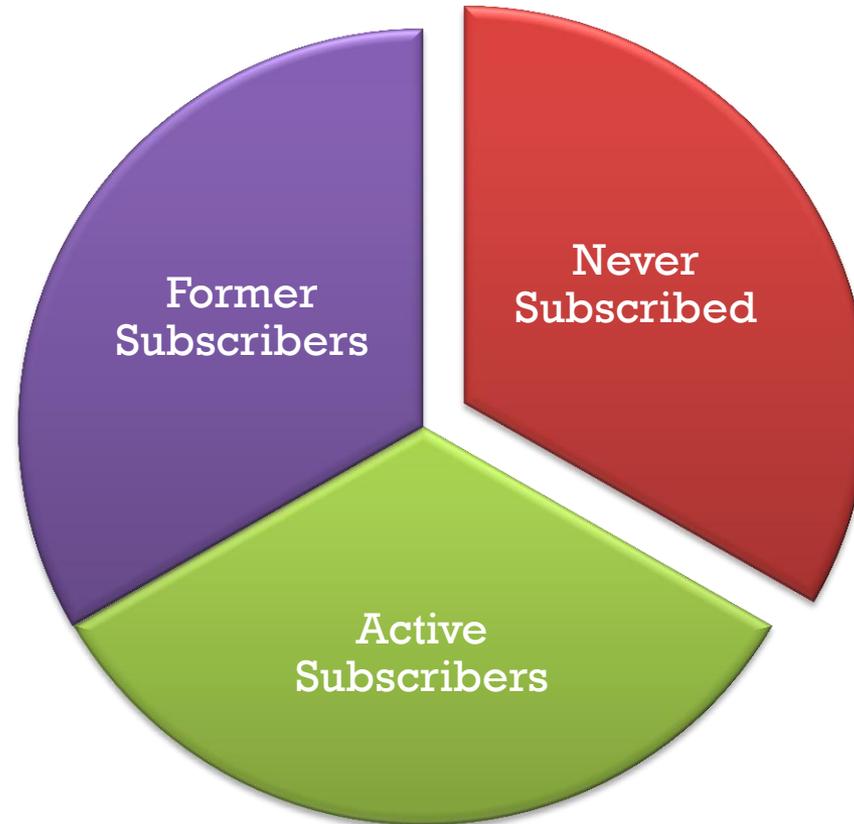
# Data Enhancement: Address Appending

---



# Data Enhancement: Transaction data

---



# Data Enhancement: Demographic Data

---



subscribersmith@gmail.com

# Data Enhancement: Demographic Data

---

Telemarketing Start  
October 3, 2010

Active Mon-Sun Subscriber  
Enrolled in EZ Pay since 2011



40 Cove Road  
Stonington, CT 06371

# Data Enhancement: Demographic Data

---



58 years old - member

Homeowners

Six daily deals  
Purchases since 2011

Signed up for mobile  
breaking news alerts

Reads Grace and Sound &  
Country magazines online

Indexes high for  
online purchasing

Indexes high for  
Interest in Community

Active Daily subscriber



60 years old – member

HH Income > \$150,000

\$780.16 in Consumer  
Revenues since 2009

Two-week vacation  
every July since 2009

Registered for weekly  
Business e-newsletter

Acxiom Lifestage:  
15M – Mature Wealth

Twelve activations on  
rewards site since 2012

Registered on website

## NEW PARADIGM: Dynamic Customer Profile

# PROCESS STAGES

---

1. Consolidate your data assets
2. Enhance your data assets
3. Increase your data assets



# Increase your data assets: Leverage Content



# Maintain your data assets: Applying Best Practices

---

## Timely, Relevant & Valuable

- How often is too often?
- Is there such a thing as too little email?
  
- Vary emails by customers engagement level
- Acknowledge other relationships – digitally registered, receiving newsletters
  
- Give & receive
- Content, offers, deals, contests

# Maintain your data assets: Applying Best Practices

---

## Ensuring good deliverability

- Get rid of unengaged customers
  - Prominent unsubscribe
  - Preference Centre
  - Occasional list purges
  
- Use good email design practices
  - Html designed – no single images!
  - Image to text ratio
  - Image Alt-tags
  - Multiple links
  - Mobile optimized
  - Render tested across multiple browsers
  - Consistent branding – headers, footers

# PROCESS STAGES

---

1. Consolidate your data assets
2. Enhance your data assets
3. Increase your data assets
4. Leverage your data assets



# Leverage Data Assets: From 'Project' to 'Process'

---

## Subscriber Lifecycle Communication

*Triggered communication based on subscription start & end dates*

- Welcome
- Renew
- Retain
- Stop Save

## Customer Engagement Communication

*Maintain regular communication to ensure ongoing brand engagement*

### Active Subscribers

- Web content engagement
- Subscriber Benefits
- EZ Pay conversion (retention)
- Digital subscription activation
- Newsletter sign up

### Non-Subscribers

- Web content engagement
- Print & digital Subscription acquisition
- Newsletter sign up

---

Developing a comprehensive email communication plan to engage customers of The Hartford Courant

# **SUBSCRIBER LIFECYCLE COMMUNICATION**

# Welcome Emails

Enjoy the benefits of digitalPLUS

**Hartford Courant** View this email in your browser

## Welcome!



We know you'll enjoy everything the Hartford Courant, the new [courant.com](http://courant.com) and digitalPLUS access have to offer. Award-winning news and features. Money-saving coupons and ads. Unlimited access to exclusive courant.com reporting including opinion and photos and UConn sports. And access to Hartford and New Haven Living magazines. Available 24/7 on your smart phone, tablet or desktop.

**Be in the know with alerts and newsletters.**

**Choose your newsletters**

**We're here for you.**

It's easier than ever to manage your account. Quickly and easily report a delivery issue, place a vacation hold or make a payment online at [myaccount2.courant.com](http://myaccount2.courant.com) or by phone with the automated attendant 24/7. If you prefer personal assistance, please email [custserv@courant.com](mailto:custserv@courant.com) or call us at 860-525-5555 or 1-800-472-7377 and a representative will be happy to help.

*Please do not reply to this message.*

Sincerely,  
*Sue Kerr*

Enjoy the benefits of digitalPLUS

**Hartford Courant** View this email in your browser

## Welcome!



We know you'll enjoy your new digital subscription with all its perks – unlimited access to exclusive Hartford Courant content including in-depth political, business, UConn sports, opinion and photos, as well as access to Hartford and New Haven Living magazines. Available 24/7 on your smart phone, tablet or desktop.

**Pay the EZ way!**

EZ Pay is the hassle-free way to pay for your subscription. [Sign-up](#) now, and we'll automatically charge your credit card.

**We're here for you.**

It's easier than ever to manage your account. Quickly and easily report a delivery issue, place a vacation stop or make a payment online at [myaccount2.courant.com](http://myaccount2.courant.com) or by phone with the automated attendant 24/7. If you prefer personal assistance, please email [custserv@cc](mailto:custserv@cc) 860-525-5555 or 1-800-472-7377 and a representative

*Please do not reply to this message.*

Sincerely,  
*Sue Kerr*

- 7 Alternative versions
- Average 40% open rates

# Renewal Emails

Enjoy the benefits of digitalPLUS

Hartford Courant

View this email in your browser

## Your account is coming up for renewal



Hi Subscriber:

Our records indicate that your account is due for renewal on . You can conveniently pay online today to insure you have no interruption in service:

**Don't miss award winning content.**

[Renew Online Here](#)

### We're here for you.

If you have any questions or require assistance, please email [custserv@courant.com](mailto:custserv@courant.com) or call our customer service center at **860-525-5555** or **1-800-472-7377** and a representative will be happy to help.

Our customer service hours of operation are Monday-Friday, 6 a.m. - 6 p.m., Saturday-Sunday, 6:00 a.m. - 11:30 a.m., and Holidays, 6:00 a.m. - 10:30 a.m..

Sincerely,

*Sue Kerr*

Sue Kerr  
Director of Circulation  
Hartford Courant | Courant.com

Follow the Hartford Courant



Download our mobile app

Read the Hartford Courant — anytime and anywhere.

Don't miss a day of the Hartford Courant | [View in browser](#)

Hartford Courant

## Renew your account today!

**Your renewal is due on**

Dear Subscriber:

Don't miss a day of Hartford Courant. Our records indicate that your account is now ready for renewal.

[Renew Today!](#)

The below renewal options are available:

- [Make a payment through our secure online portal.](#)
- [Contact us at 860-525-5555 or 1-800-472-7377.](#)

Our customer service hours of operation are Monday-Friday, 6:00 a.m. - 6:00 p.m., Saturday-Sunday, 6:00 a.m. - 11:30 a.m., and Holidays, 6:00 a.m. - 10:30 a.m.

Thank you for choosing the Hartford Courant. We appreciate

Sincerely,

*Sue Kerr*

Sue Kerr  
Director of Circulation  
The Hartford Courant | Courant.com

P.S. Enroll in our [EZ Pay automatic payment plan](#) and never see another bill. Have your subscription plan charged to your credit card each month - and cancel any time with just a phone call!

Follow the Hartford Courant



Download our mobile app

Read the Hartford Courant — anytime and anywhere.

- Average 25% open rates
- Average 2% click rates

# Retention Emails

Enjoy the benefits of digitalPLUS

Hartford Courant

[View this email in your browser](#)

## Don't let your subscription stop



Hi Subscriber:

Our records indicate that your account was due for renewal on . To ensure continued delivery service, we must receive your renewal payment before . You are a valued subscriber and the below options are available to ensure that you have no interruption in service:

### Don't miss award winning content.

[Renew Online Here](#)

### We're here for you.

If you have any questions or require assistance, please email [custserv@courant.com](mailto:custserv@courant.com) or call our customer service center at 860-525-5555 or 1-800-472-7377 and a representative will be happy to help.

Sincerely,

*Sue Kerr*

Sue Kerr

Director of Circulation

Hartford Courant | Courant.com

*P.S. Enroll in our [EZ Pay automatic payment plan](#) and never see another bill. Have your subscription plan charged to your credit card each month - and cancel anytime with just a phone call!*

[Follow the Hartford Courant](#)



[Download our mobile app](#)

Read the Hartford Courant — anytime and anywhere.

Don't miss a day of the Hartford Courant | [View in browser](#)

Hartford Courant

## Your subscription has expired

### Your renewal is due on

Dear Subscriber:

Our records indicate that your account was due for renewal on . To ensure continued delivery service, we must receive your renewal payment TODAY to avoid interruption in service. You are a valued subscriber and the below options are available to ensure that you have no interruption in service.

[Renew Online Here](#)

Or contact us at [860-525-5555](tel:860-525-5555) or [1-800-472-7377](tel:1-800-472-7377) and an associate will be happy to assist you with the subscription renewal.

Our customer service hours of operation are Monday-Friday, 6:00 a.m. - 6:00 p.m., Saturday-Sunday, 6:00 a.m. - 11:30 a.m., and Holidays, 6:00 a.m. - 10:30 a.m.

Thank you for choosing the Hartford Courant. *We appreciate your continued readership.*

Sincerely,

*Sue Kerr*

Sue Kerr

Director of Circulation

The Hartford Courant | Courant.com

*P.S. Enroll in our [EZ Pay automatic payment plan](#) and never see another bill. Have your subscription plan charged to your credit card each month - and cancel any time with just a*

- Average 30% open rates
- Average 4% click rates

# Stop Save Emails

Hartford Courant

## Take advantage of this special offer and save up to 63%

The news never stops at the Hartford Courant. Your access shouldn't either.

[Restart your subscription now](#)



Every click, swipe and turn of the page brings you...

- 24/7 local breaking news alerts
- Late breaking sports scores
- Daily and weekly newsletters
- The digital edition delivered to your inbox every day
- Hartford Magazine & New Haven Living digital editions
- Exclusive Hartford Courant reporting
- Instant access to back issues

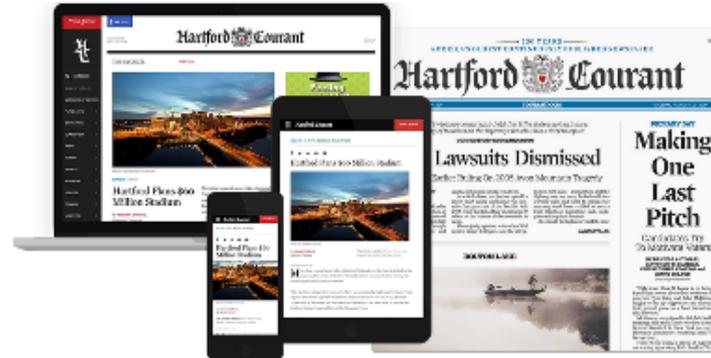
Hartford Courant

ACTION REQUIRED

## Your account has been stopped pending payment.

[Restart your subscription now](#)

We want you to come back to the Hartford Courant. And to make it easier for you, you can make a payment right now and your account will restart. Just look at some of the benefits of the Hartford Courant...



Every click, swipe and turn of the pa

- 24/7 local breaking news alerts
- Late breaking sports scores
- Daily and weekly newsletters
- The digital edition delivered to your inbox

- Average 25% open rates
- Average 5% click rates

---

Developing a comprehensive email communication plan to engage customers of The Hartford Courant

# ENGAGEMENT COMMUNICATION

# Top Stories

See what you missed in The Courant

**Hartford Courant** View this email in your browser

## Courant Top 10:

Top monthly stories as selected by readers and Hartford Courant staff:

---

Reader Picks

 <p>Degree Of Deception: When A Doctorate Is Just A Credit Card Away <a href="#">+</a></p>	 <p>Welcome To The House: Geno AND Kathy Auremma Built <a href="#">+</a></p>	 <p>Colin McEnroe: A Bad Week Lands Hartford On The Rocks <a href="#">+</a></p>
 <p>Connecticut's Biggest Population Areas Losing Thousands Of Residents</p>	 <p>Supreme Court Orders New Trial For Richard Lapointe</p>	 <p>Development Eyed East Hartford Water</p>

Editor's Picks

		
---	--	--

See what you missed in The Courant

**Hartford Courant** View this email in your browser

## Courant Top 10:

Top monthly stories as selected by readers and Hartford Courant staff:

---

Reader Picks

 <p>Mendez Jurors: The Right Thing</p>	 <p>11 Sandy Hook Families: We're Getting No Money From Tim McGraw Concert</p>	 <p>Flood Of Correction Officer Applicants Shows Flaws In System <a href="#">+</a></p>
 <p>Development Eyed East Hartford Water</p>	 <p>Insight: Why White Folk Just Don't See It <a href="#">+</a></p>	 <p>Study: Connecticut Is The Best State</p>

UPGRADE NOW!

Get top stories and access to digitalPLUS content

See what you missed in The Courant

**Hartford Courant** View this email in your browser

## Courant Top 10:

Top monthly stories as selected by readers and Hartford Courant staff:

---

Reader Picks

 <p>Business for The Club</p>	 <p>Transfer Rule That Has Helped UConn Stars Debate <a href="#">+</a></p>	 <p>Study: Connecticut Is The Best State</p>
 <p>Development Eyed East Hartford Water</p>	 <p>Insight: Why White Folk Just Don't See It <a href="#">+</a></p>	 <p>Study: Connecticut Is The Best State</p>

UPGRADE NOW!

Get top stories and access to digitalPLUS content

Editor's Picks

		
---	---	--

Editor's Picks

		
---	---	---

- Average 13% open rates
- Average 1.3% click rates

Picks

		
---	---	---

# Print Subscription Acquisition

Hartford Courant



Get more out of your day!

SUBSCRIBE TODAY!

The Hartford Courant is your guide to the good life with fresh news, entertainment and money-saving values. Get convenient home delivery for as little as \$1.49 per week! And to make the deal even sweeter, **we'll give you a \$10 Dunkin' Donut Card!**

Every click, swipe and turn of the page brings you...

- 24/7 local breaking news alerts
- Late breaking sports scores
- Daily and weekly newsletters
- The digital edition delivered to your inbox every day
- Hartford Magazine & New Haven Living digital editions
- Exclusive Hartford Courant reporting
- Instant access to back issues



All this and more for as little as \$1.49 per week. Don't wait. Subscribe to the Hartford Courant today!

Follow the Hartford Courant



Download our mobile app

Read the Hartford Courant — anytime and anywhere.



iOS • Android

- Average 10% open rates
- Average 0.5% click rates

Subscribe to the Hartford Courant for as little as \$1.49 per week!

You are receiving this email because you opted in to receive communications from the Hartford Courant and/or its advertising partners. | [View in browser](#) | [Unsubscribe](#)

Hartford Courant



Benefits that start with the stories behind the headlines.

Subscribe Today!

Every click, swipe and turn of the page brings you...

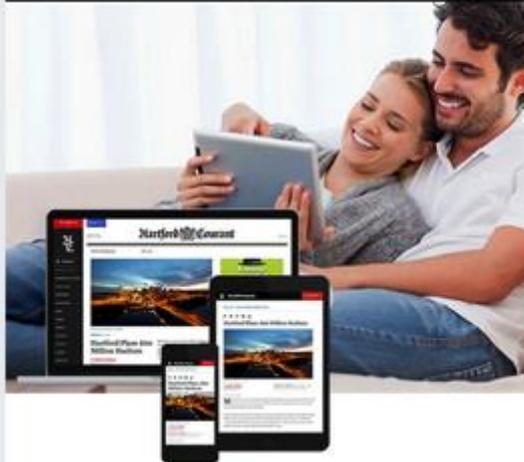
- 24/7 local breaking news alerts
- Late breaking sports scores

# Digital Subscription Acquisition

Subscribe to the Hartford Courant for as little as 36¢ per day!

You are receiving this email because you opted in to receive communications from the Hartford Courant and/or its advertising partners. | [View in browser](#) | [Unsubscribe](#)

Hartford Courant



**digitalPLUS:** digitally remastered to fit your device, to fit your life

The Hartford Courant is your guide to the good life with fresh news, entertainment, and money-saving values. Get digitalPLUS for as little as 36¢ per day!

Subscribe Today!

digitalPLUS includes:

- 24/7 local breaking news alerts
- Late breaking sports scores
- Daily and weekly newsletters
- The digital edition delivered to your inbox every day
- Hartford Magazine & New Haven Living digital editions
- Exclusive Hartford Courant reporting
- Instant access to back issues

All this and more for as little as 36¢ per day!  
Don't wait. Subscribe to the Hartford Courant today!



Follow the Hartford Courant

Download our mobile app

Subscribe to the Hartford Courant and SAVE 92%!

You are receiving this email because you opted in to receive communications from the Hartford Courant and/or its advertising partners. | [View in browser](#) | [Unsubscribe](#)

Hartford Courant



**Subscribe to digitalPLUS and SAVE 92%!**

The Hartford Courant is your guide to the good life with fresh news, entertainment, and money-saving values. And now for a limited time, get digitalPLUS and save

Subscribe Today!

digitalPLUS includes:

- 24/7 local breaking news alerts
- Late breaking sports scores
- Daily and weekly newsletters
- The digital edition delivered to your inbox every day
- Hartford Magazine & New Haven Living digital editions
- Exclusive Hartford Courant reporting
- Instant access to back issues

Don't wait. Subscribe to the Hartford Courant today!



Follow the Hartford Courant

Download our mobile app

- Average 15% open rates
- Average 0.75% click rates

Hartford Courant



**Subscribe now for unlimited digital access and SAVE 92%!**

The Hartford Courant is your guide to the good life with local news, entertainment and money-saving values. And now for a limited time, buy a digital subscription and save 92%!

Subscribe Today!

# Subscriber Retention

Save money and time with EZPay | [View in browser](#)

Hartford Courant

## Save money and time. Make your payment with EZPay.



EZPAY is the easy way to automatically manage your Hartford Courant subscription. Enjoy home delivery while knowing that convenient automatic payments will be made toward your subscription. And at the end of your term, your card will be charged automatically unless you notify us otherwise.

[Switch my account to EZPay](#)

Follow the Hartford Courant



Download our mobile app

Read the Hartford Courant — anytime and anywhere.



iOS > Android >

- Average 20% open rates
- Average 1% click rates

Get more from your Hartford Courant subscription | [View in browser](#)

Hartford Courant



## Get the most out of your Hartford Courant subscription

We hope you're enjoying your subscription to the Hartford Courant. To help you get the most out of your subscription, take a moment to review the special benefits and offers listed below. And if you haven't already registered your account [click here](#).



### Rock Cats Complimentary Tickets for the Monday, June 8 game

The first 250 readers to complete and return the linked form or the in-paper form in a stamped self-addressed envelope will receive 4 TICKETS to the Rock Cats vs. Harrisburg game on Monday, June 8 at 6:35 pm.

[Get Your Tickets Here](#)

This is not a contest. The first 250 replies will receive a 4-pack of tickets. To be eligible you must enclose a self-addressed, stamped envelope. Winners will not be contacted. Tickets will be mailed no later than May 27, 2015.



### Telling Connecticut's Stories

This beautiful coffee table book captures

# Newsletter Sign Up

[Get more from the Hartford Courant](#) | [View in browser](#)

**Hartford Courant**

## Newsletters that keep you in the know.

Sign up for FREE newsletters and get more of the Hartford Courant delivered to your inbox.



### [News @ 3](#)

Get daily news sent directly to your inbox weekdays at 3PM.

[Sign Up](#)



### [Business Midday](#)

Get daily business news sent directly to your inbox weekdays at 12:30.

[Sign Up](#)



### [Husky Hoopla](#)

Scores, highlights, photo galleries ... Score big with our Husky Hoopla email.

[Sign Up](#)



### [Breaking News](#)

Keep up to date with local breaking news. Sign up for breaking news email alerts.

[Sign Up](#)

- Average 11% open rates
- Average 1% click rates

[Find your next destination with the Hartford Courant](#) | [View in browser](#)

**Hartford Courant**



## Travel Unraveled

Sign up for our FREE Travel Newsletter and get more of the Hartford Courant delivered to your inbox.

[Sign Up Today!](#)

And check out these other FREE newsletters: [Breaking News](#), [Husky Hoopla](#), [Food & Drink](#) and many more!

# Custom Promotions

Hartford Courant



THE Hartford Courant AT 250  
TELLING CONNECTICUT'S STORIES



This beautiful coffee table book captures some of the rich, textured history of Connecticut journalism of *The Courant* since

Buy now for \$39

Regular price \$44.95. Enter discount code c

From the American Revolution to the digital chronicled wars, politics, scientific advance weather, sport triumphs and defeats, change unspeakable disasters and tragedies.

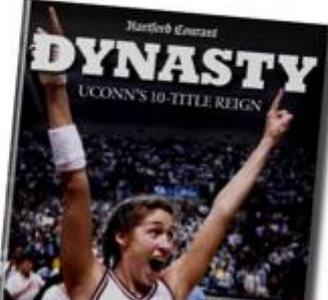
Packed with pictures, this stunning, heirloom also highlights personal moments — a kid's return home, religious rituals, holiday celebr Stories' is sure to delight anyone with a love

- Includes coverage from the American Revolu
- 300+ historic photos of Connecticut history
- Hardcover, collector's item

Hartford Courant

## Dynasty

10 Championship Seasons. 10 National Titles. All in 1 Book.



Salute the hometown heroes in your life | View in browser

## Hartford Courant

The Courant is honoring unsung heroes in our communities by telling the stories of those who make a difference every day – teachers, coaches, nurses and others. These are the people who rarely grab the spotlight, but who change lives for the better with hard work, compassion and insight.



## Hometown Heroes

Making A Difference Every Day

We want you to help us find these heroes. Chances are you know someone who fits the description. Let us know who they are.

Nominate Your Hero

Win \$5,000 in our Summer Sweepstakes! You are receiving this email because you opted in to receive communications from the Hartford Courant and/or its advertising partners. | [View in browser](#) | [Unsubscribe](#)

Hartford Courant



2015  
Hartford Courant  
ENTER TO WIN  
**\$5000**  
IN OUR  
SUMMER SWEEPSTAKES  
Enter Now to Win!



Enter Now!

### GRAND PRIZE (1):

\$5,000 American Express Gift Card

### FIRST PRIZE (5):

Four-pack Tickets to Select Major League Baseball Games & Limo Transportation

### SECOND PRIZE (4):

One 2-Night Getaway for Two at Victoria

- Average 11% open rates
- Average 1% click rates

# PROCESS STAGES

---

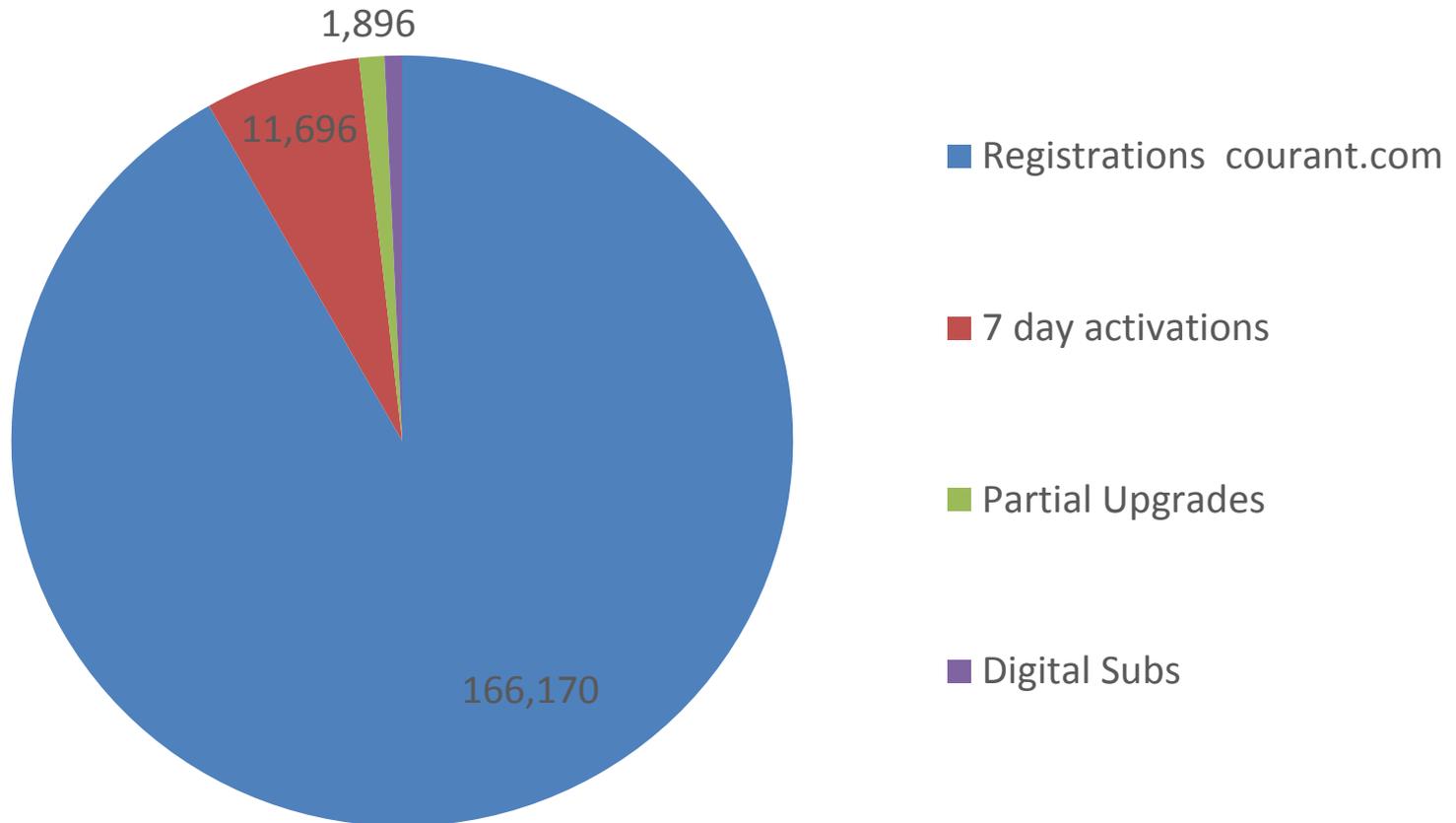
1. Consolidate your data assets
2. Enhance your data assets
3. Increase your data assets
4. Leverage your data assets
5. Measure the results



# Measure the Results

---

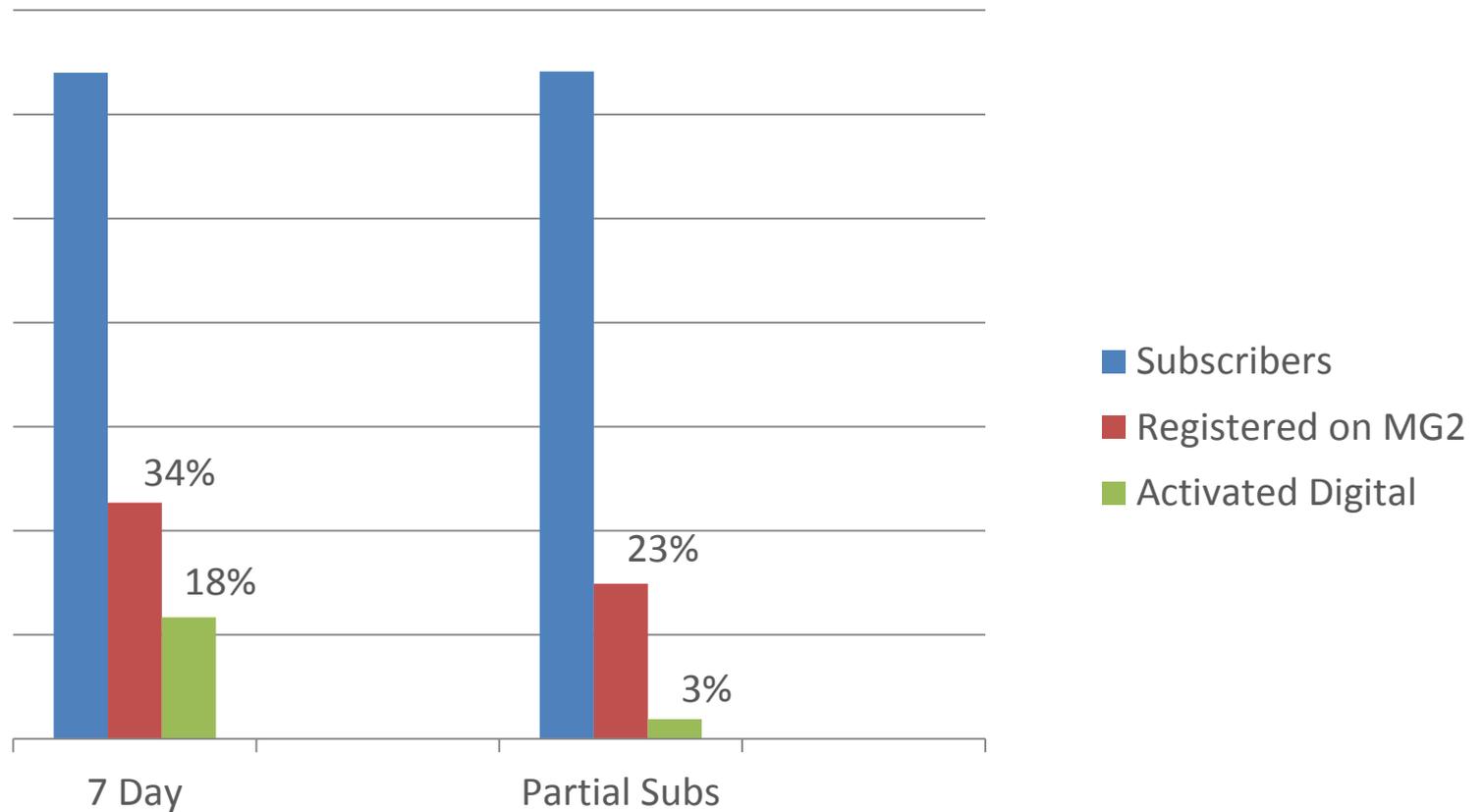
## Digital Activations & Upgrades



# Measure the Results

---

## Print Subscribers Activate Digital



# Measure the Results

---

## Facts:

- ❖ Implemented registration on courant.com – September 2014
- ❖ All data assets now in MAAX database
- ❖ Launched paid site – December 16, 2014
  - Registrations have increased 49%
  - Digital activations have increased 192%
  - Digital subscriptions continue to grow
    - June/July digital acquisition campaign – 95 orders
- ❖ Customer Lifecycle Marketing (CLM) communications in place
  - Trigger campaigns
  - Customer engagement communications
  - Custom promotions

# What Problems Are We Trying to Solve?

---

“I don’t have any email addresses to market to.”

“I don’t know anything about most of my email customers.”

“How do I get more ‘email’ customers or prospects?”

“Once I get them, how do I keep them?”

“There are so many things I want to say, how do I fit it all in?”

- Subscriber retention
- Digital activation
- Newsletter sign up
- Subscriber communication
- Subscriber acquisition
- Advertiser promotions

“How much email is too much?”

“Does email really work?”



**Belinda Lush, EVP Client Solutions & Strategy**

**leapmediasolutions.com**

**860.391.2923**