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Next Gen Subscriptions

9.28.15

2015 Ohio Circulation Conference

It's not about subscriptions. It's about your audience.

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An explosion of audience lenses

Loyal

Subscriber

Desktop

Local

Business

Search

Up for Renewal

Casual

Former

Mobile

Regional

Politics

Social

Past due

One-off

Trial

Tablet

National

Sports

Referral

Churn risk

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THE DIGITAL BUSINESS PLATFORM
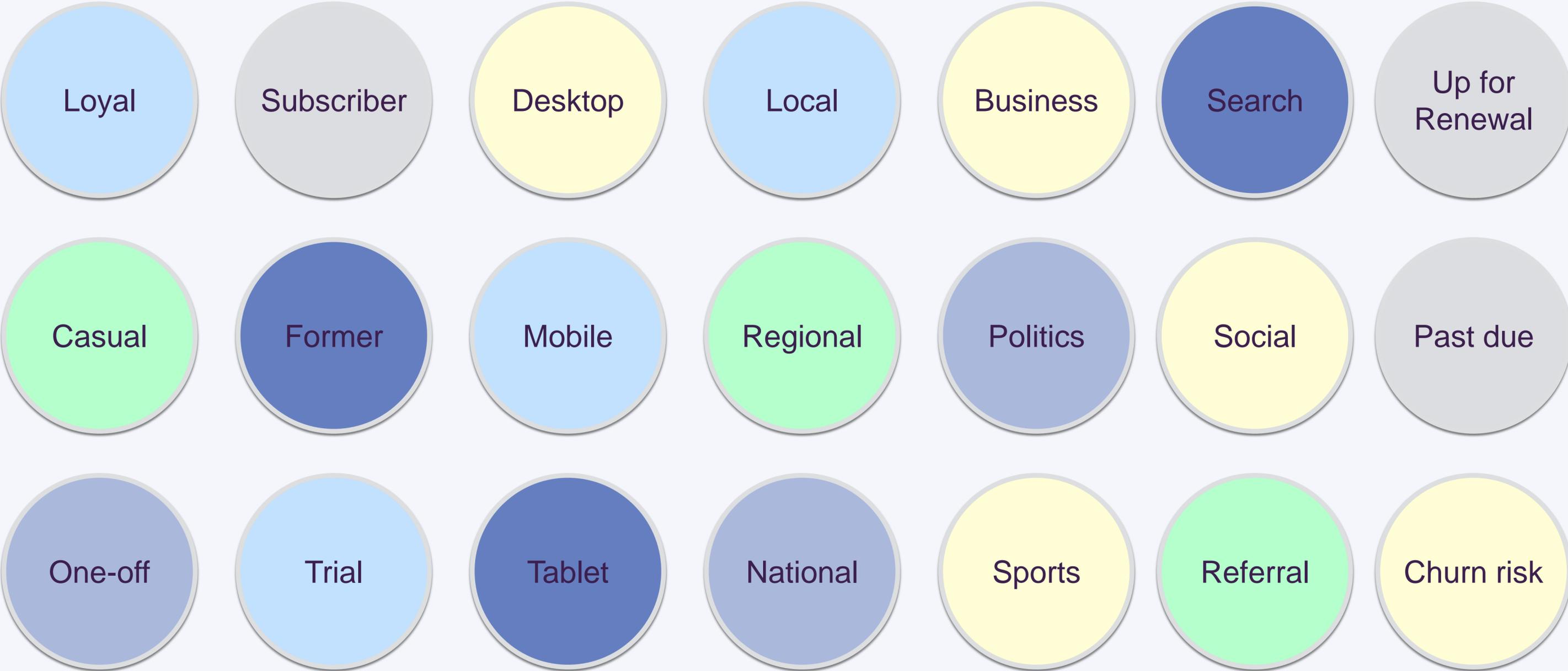
It's not that useful to know that your politics and entertainment sections get the most views, if you don't also know if that's the same user, or separate users.
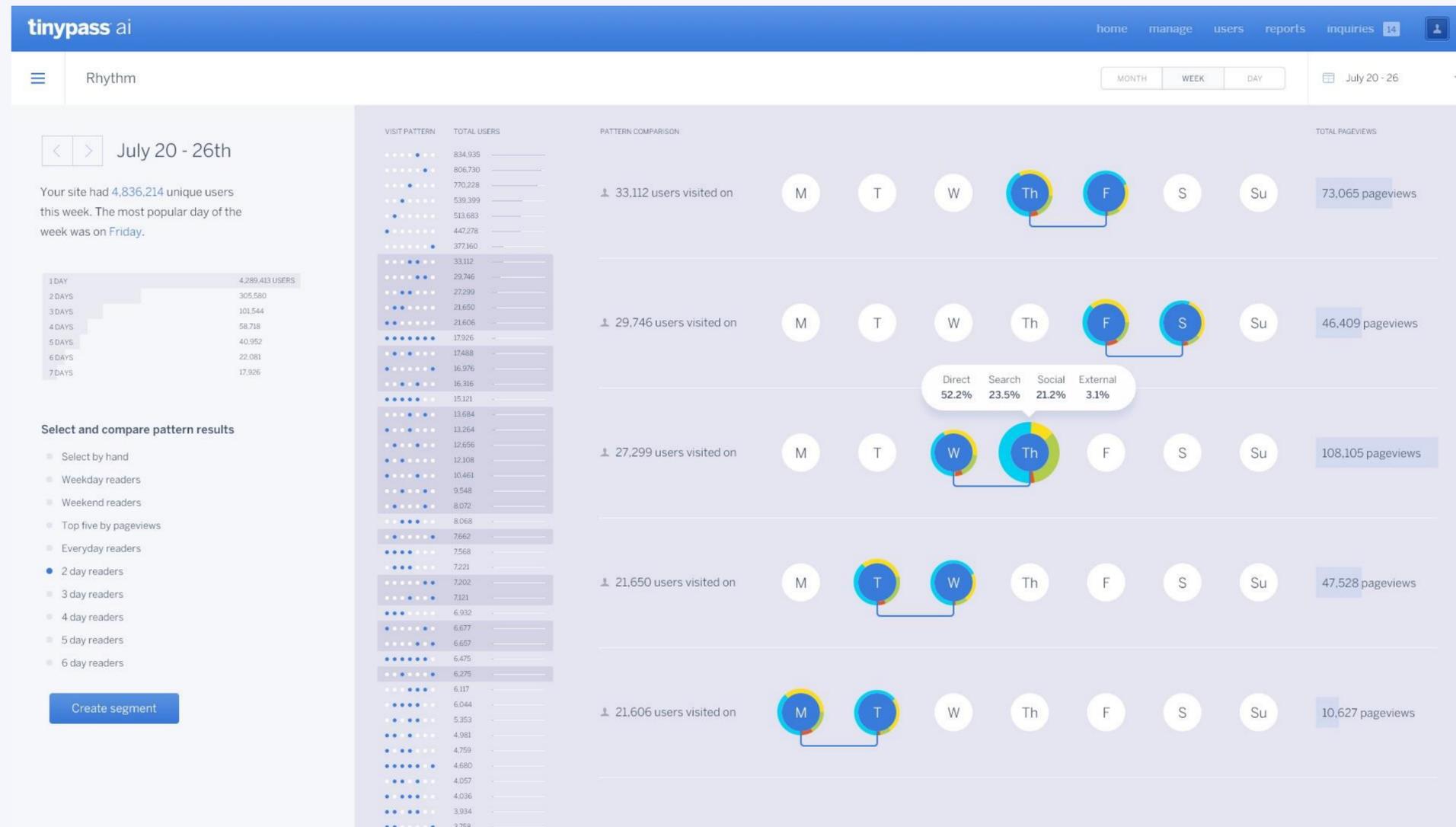
Don't you think users who return every day should be treated differently?

The customer journey to subscriber

Most of your audience

People who may become loyal

Loyal readers

Registered

Newsletter

Paid

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Value Exchange
Business Models

$10

VALUE/USER

~$.01

SUBSCRIPTION

ONE-TIME PURCHASE

DATA WALL

REGISTRATION

VIDEO ADVERTISING

DISPLAY ADVERTISING

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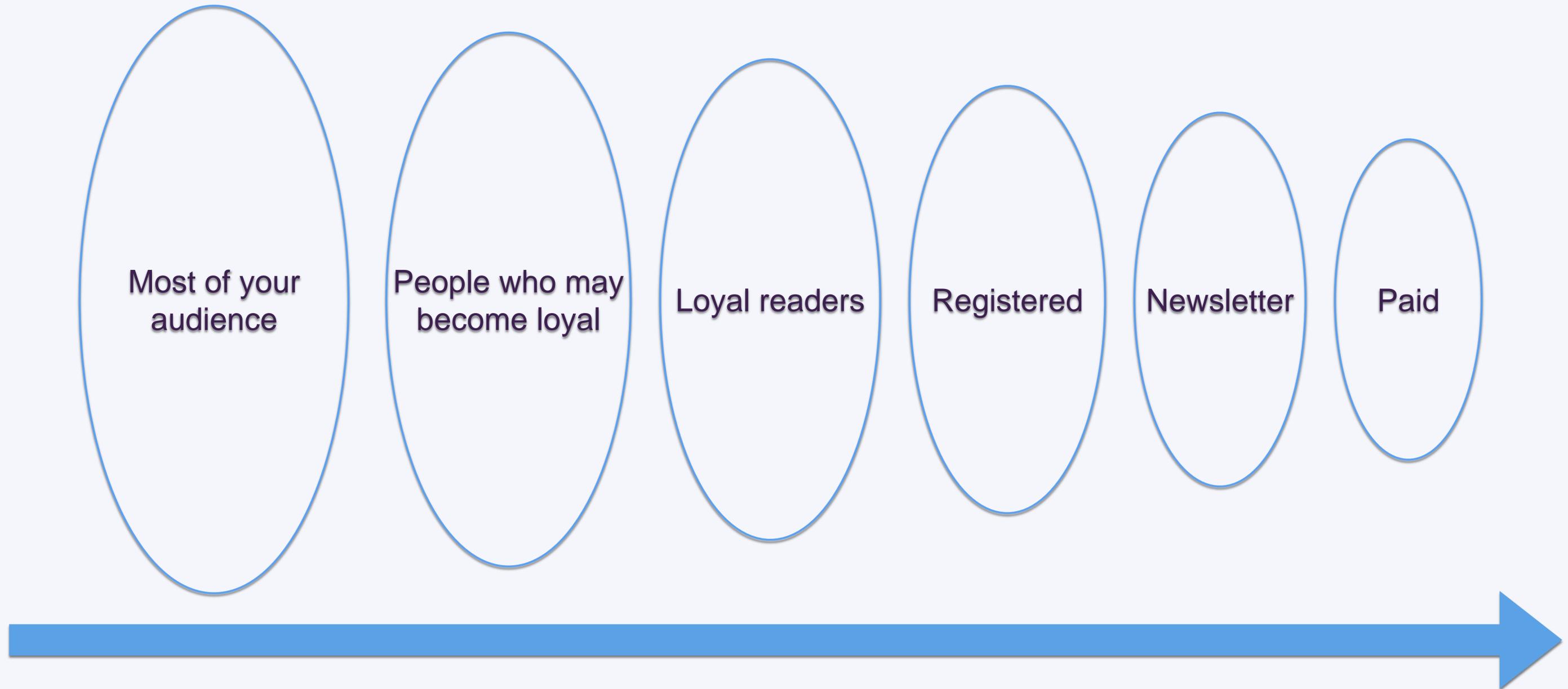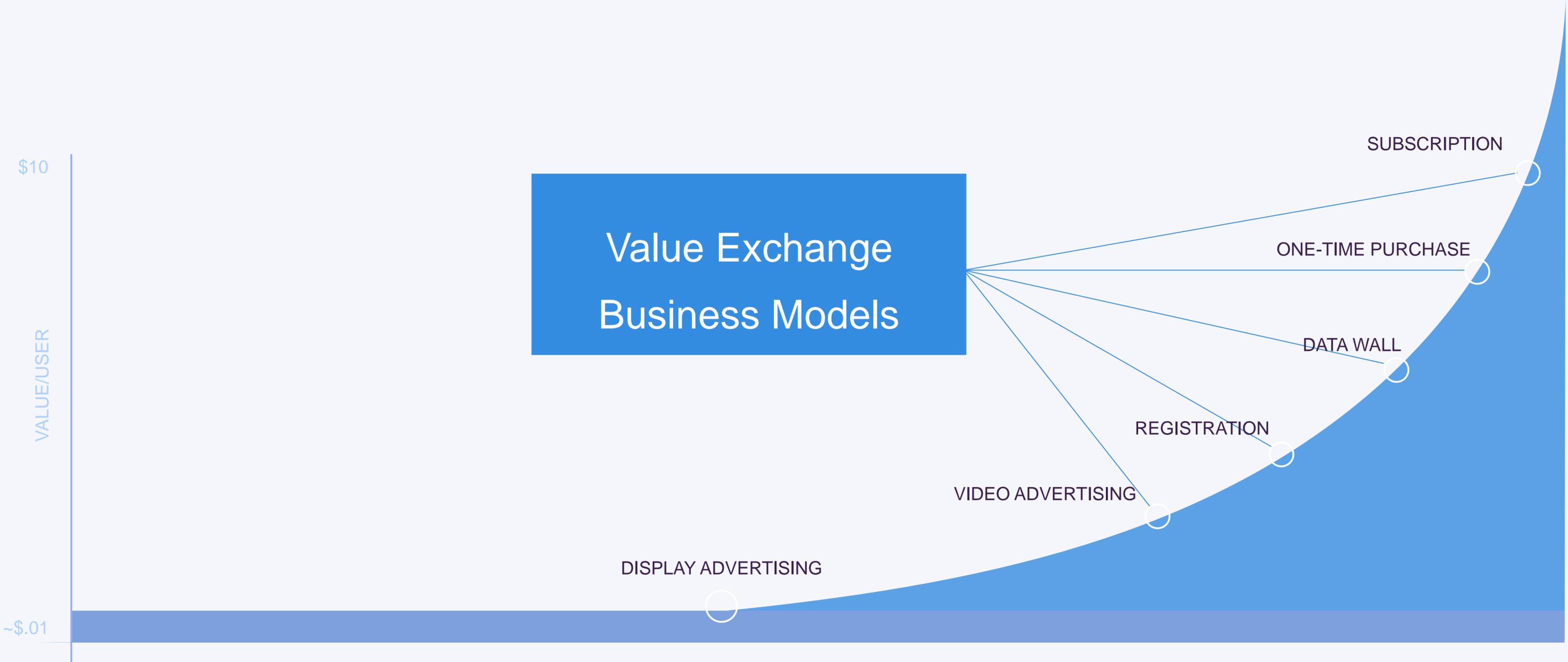
- **Readers who** view your content on three different days during a month

- Readers who type your URL directly at least once and view your content three times during a month

- Readers who search at least once on a string similar to your URL and view your content three times during a month

- Readers who come by any referral source and see 8 pages or more

96%

of subscribers are in the loyal segment when they convert

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Loyal readers indicate valuable content.
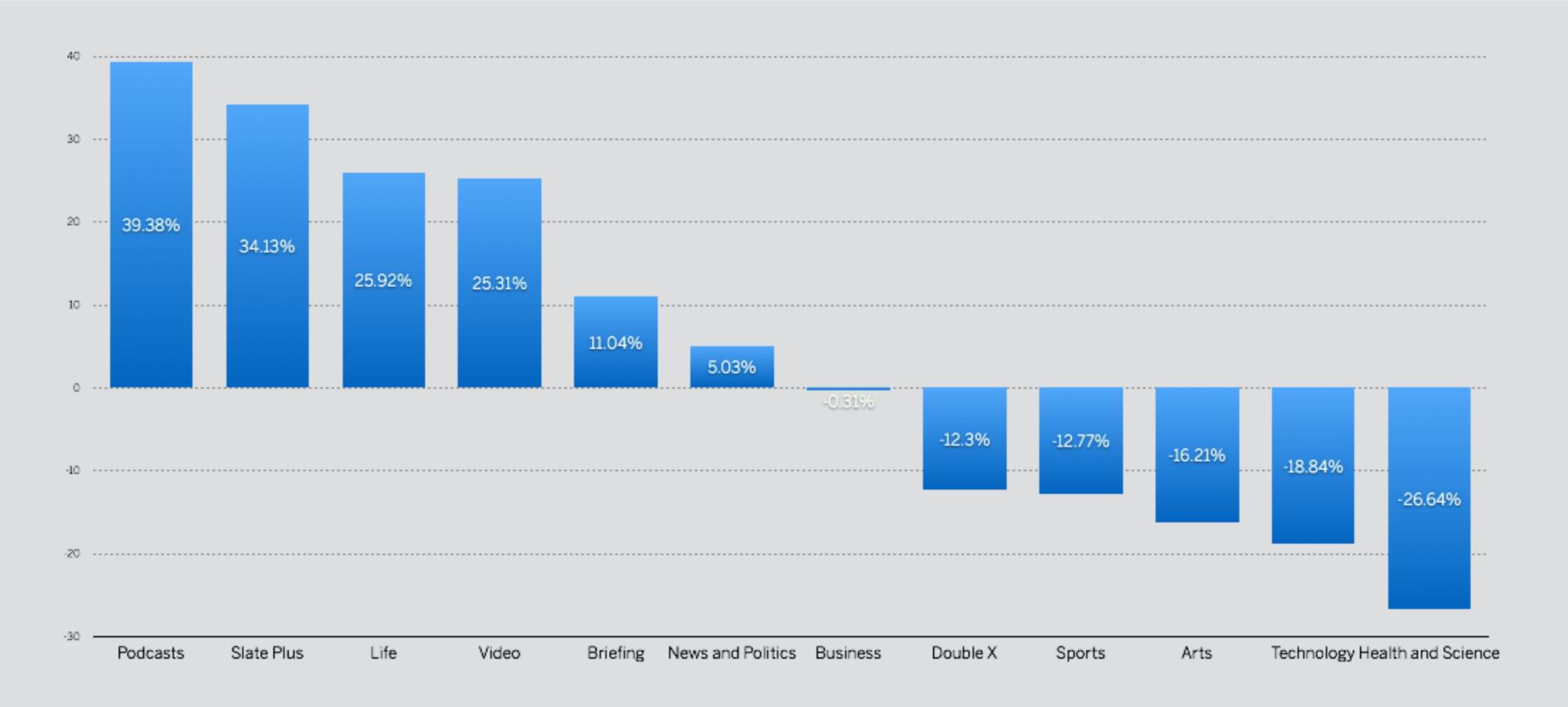
Algorithmically paywall content that appeals to your loyal audience.

Segment subscribers and anonymous readers

Loyal Subscriber Desktop Local Business Search Up for Renewal

Casual Former Mobile Regional Politics Social Past due

One-off Trial Tablet National Sports Referral Churn risk

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┌──────────────┐      ┌──────────────────────┐      ┌──────────────────────┐
│ Everyone Else│─────▶│     10 free views    │─────▶│ Default Subscription │
│              │      │                      │      │        Offer         │
└──────────────┘      └──────────────────────┘      └──────────────────────┘
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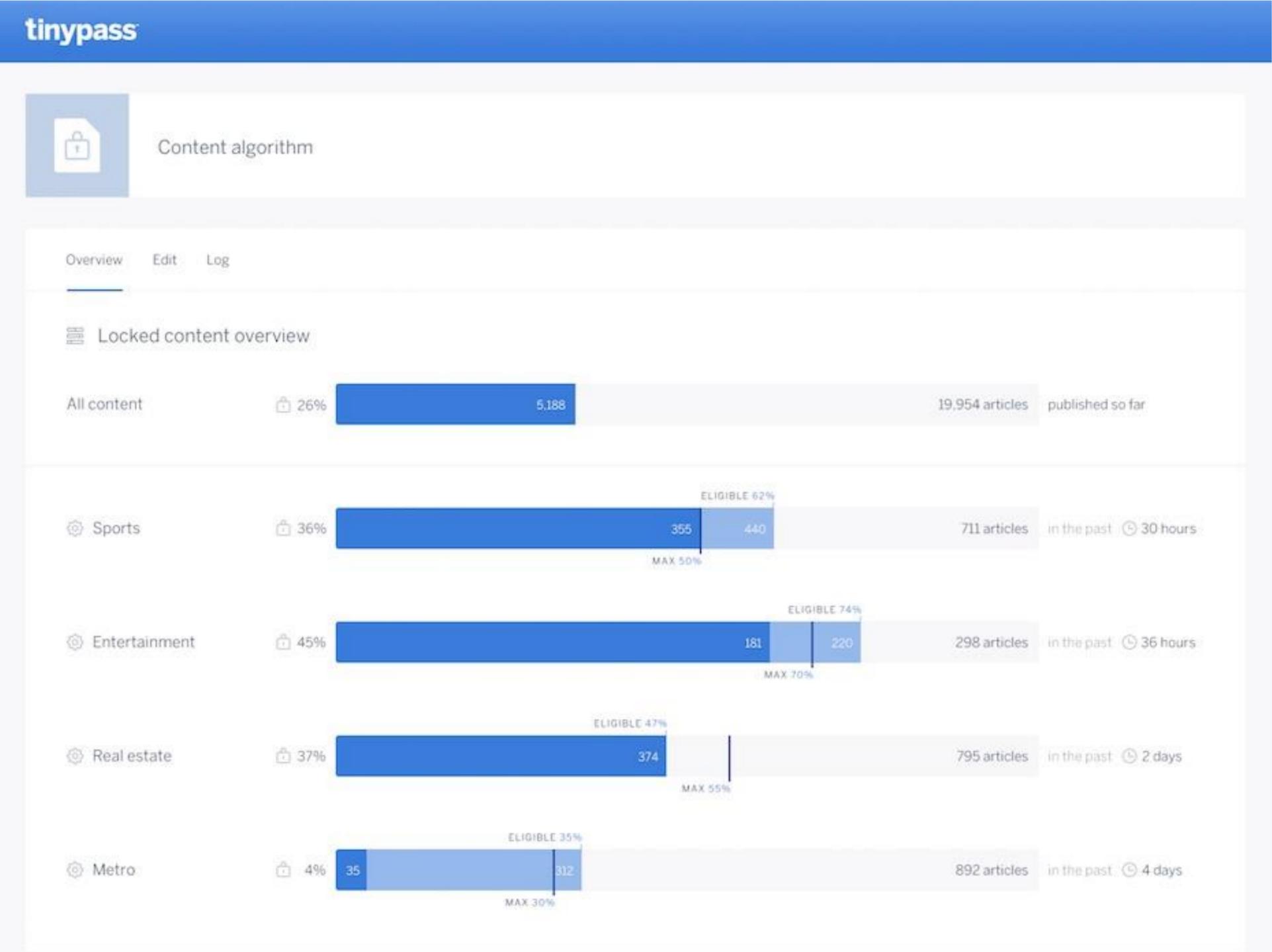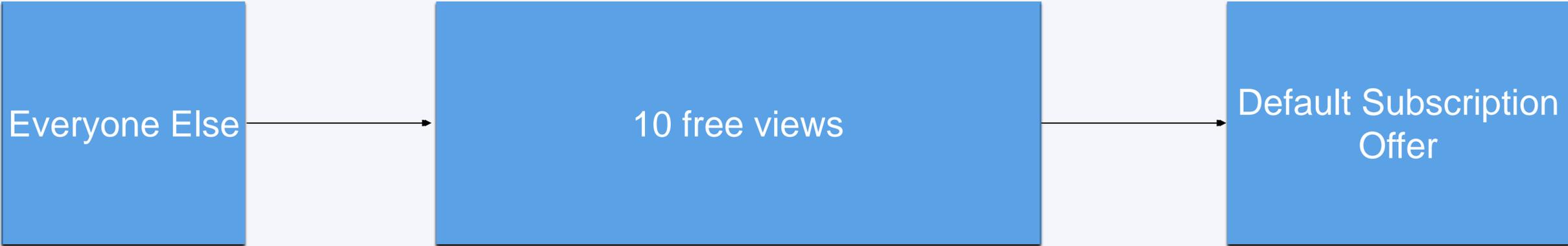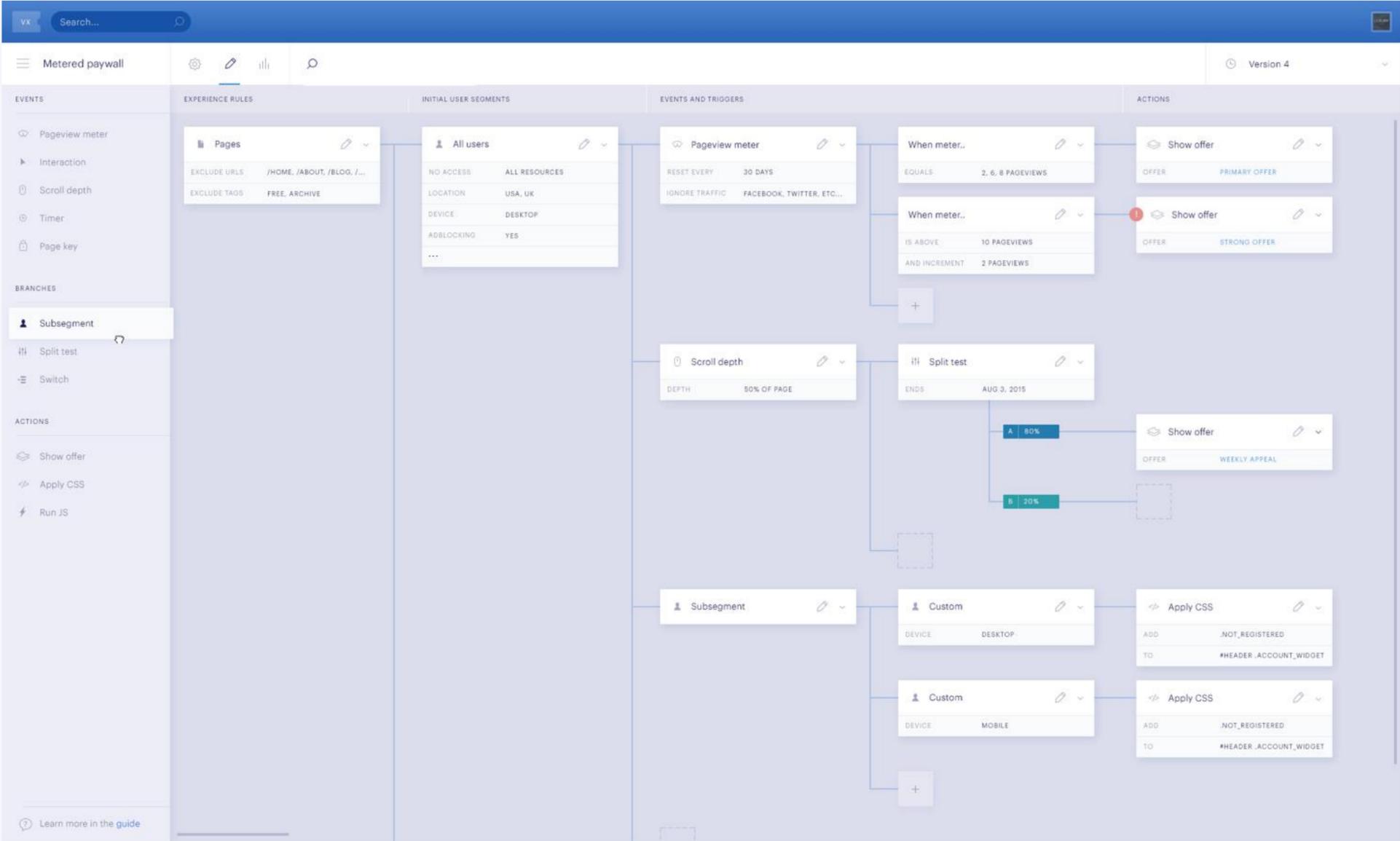
No more lengthy analysis and design, no coding. Make changes in minutes, not months

Split test

VARIANTS WEIGHTS

		NAME	SHOW OFFER MODULES	IMPRESSIONS	CNVR	NET REVENUE
A	50	Standard Offer	1	957	.11%	$857 USD
B	50	Promotional Offer	1	956	.05%	$1,123 USD
+		Add another variant...				

Test offers, bundles, terms, pricing, creative, or paywall thresholds.

The ad-blocker ~~problem~~ opportunity
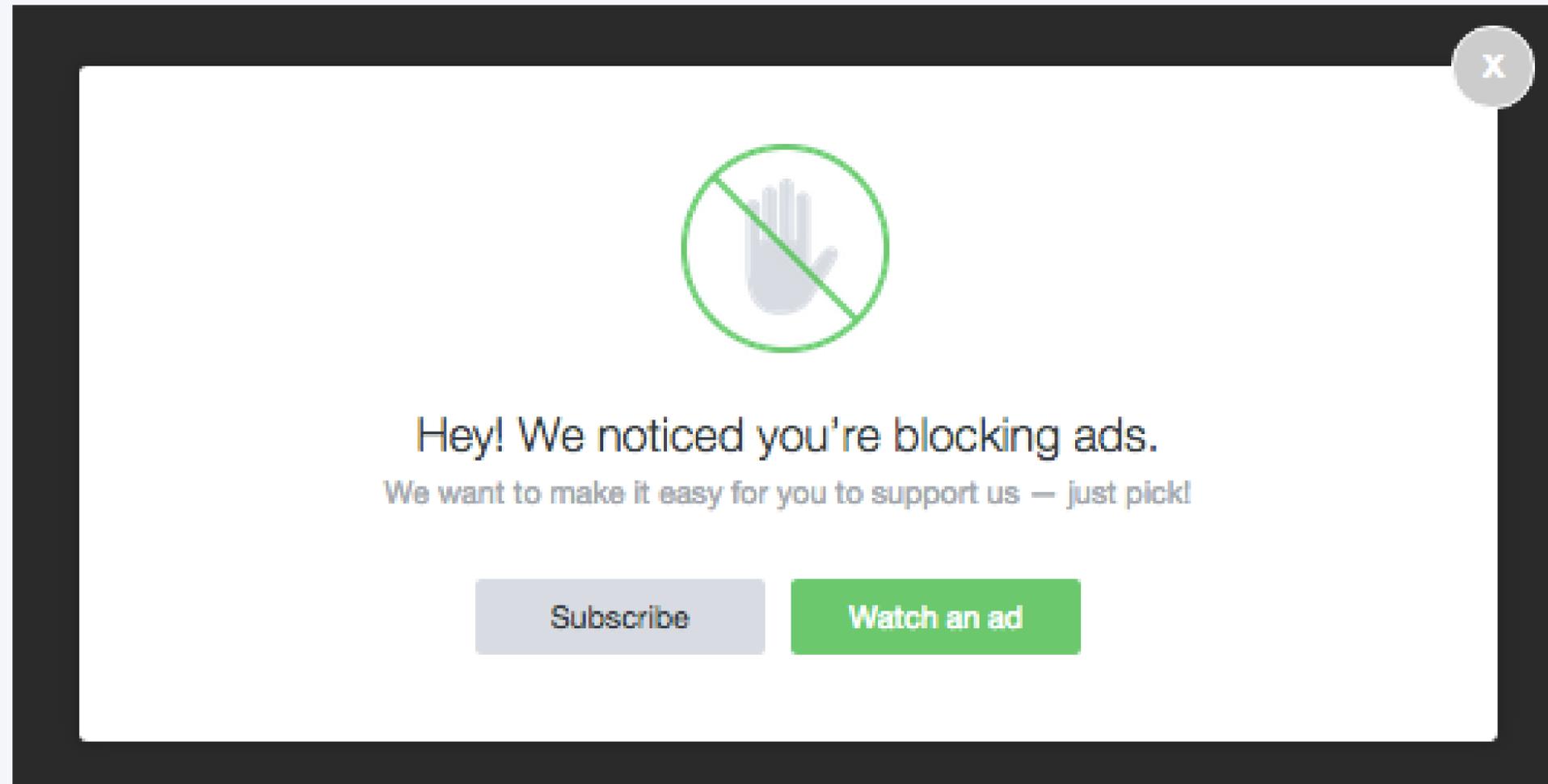
Ad blockers will exchange value for relevant content.

There is no silver bullet.

THE DIGITAL BUSINESS PLATFORM

There are silver bullets.

We eliminate the technical hurdles so you
can focus on what you do best —
build great brands, dedicated audiences,
and sustainable revenues.

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Global Head, Business Development

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