

IMPACT, GROW & MONETIZE AUDIENCES

Angie Grissom
Sr. Director Audience Development

The Dallas Morning News

STRATEGY?



WHAT MAKES YOU CHANGE?



LOYALTY PROGRAM

ONEEXAMPLE



Power to
the subscribers

The Plugged In program is your ticket to exclusive experiences that you can't find anywhere else.

local festivals, movie screenings and more.

Visit dallasnews.com/pluggedin to get started.



Collect
Connect
Data &
Revenue



FRANK!



- 25 year 7-day print subscriber
 - ✓ \$6.99 per week
- DMN newsletters
 - ✓ Advertising Value per Consumer \$4.80



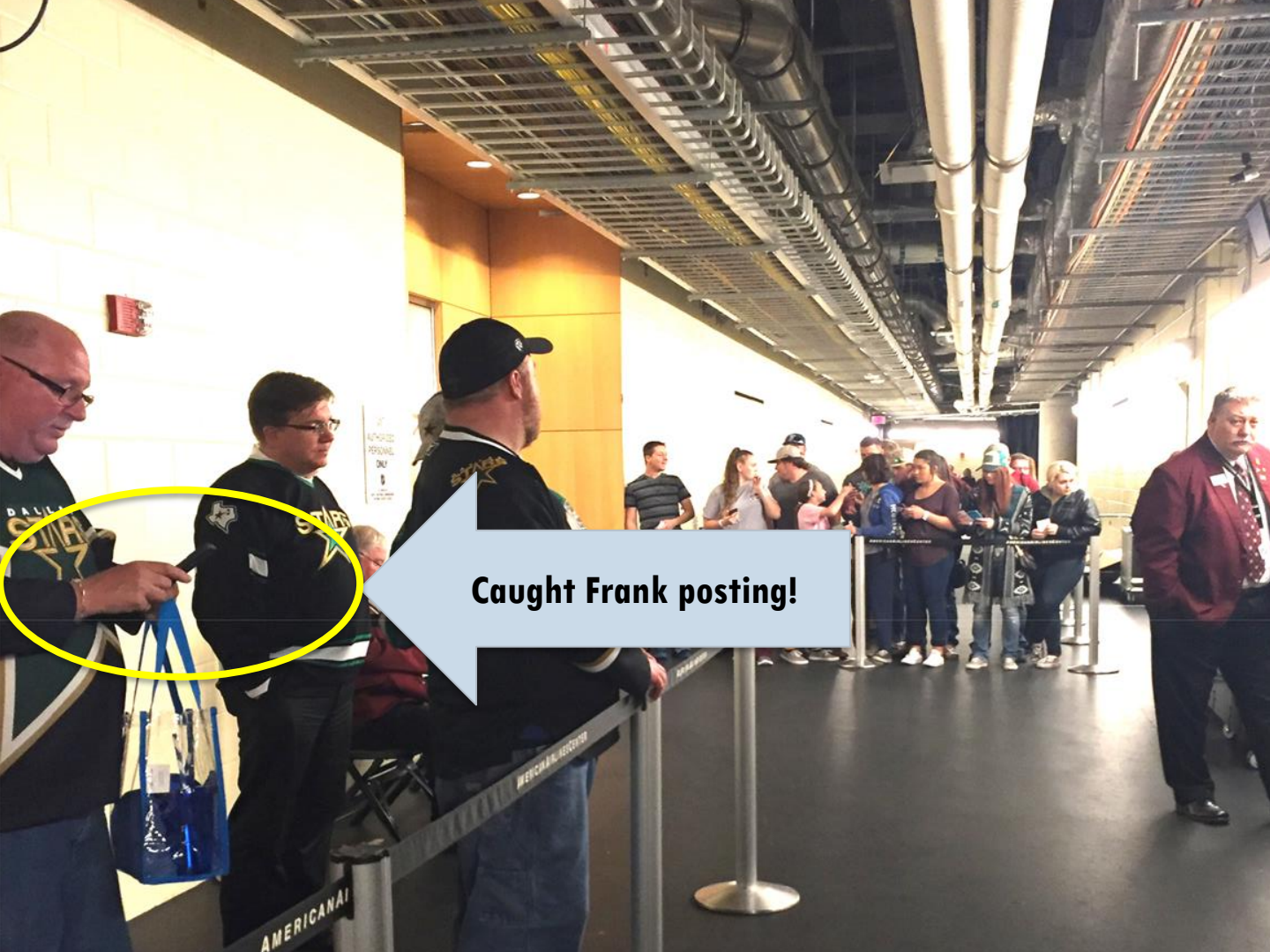
Nephew Tom

Neighbor Dave

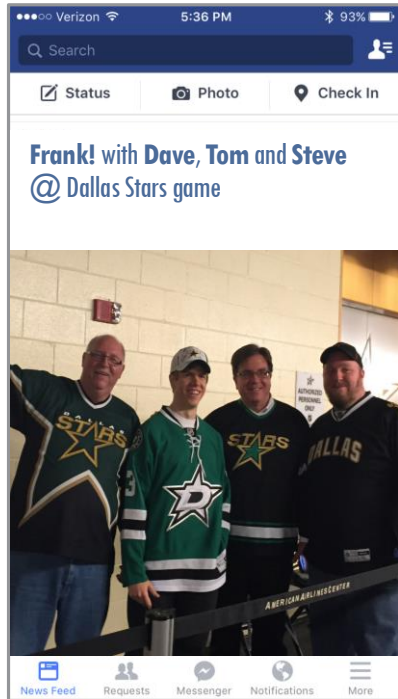
Cousin Steve

It's Frank!





Caught Frank posting!



Sue:



Frank:

Jeff:

Frank:



Brand Ambassador

Customer Loyalty

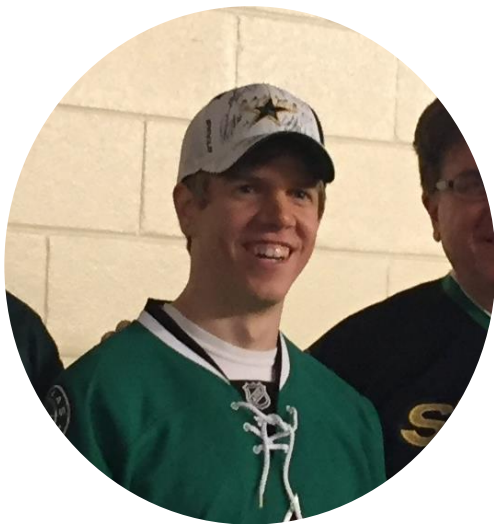


Engagement

Data Tank



NEPHEW TOM



Best Tuesday of my life!



their first Stanley Cup this year

Vote on what Stars should do with free agents



Dallas Stars

ADD DALLAS STARS TO FAVORITES

Wed, May 11

St. Louis

6

Final

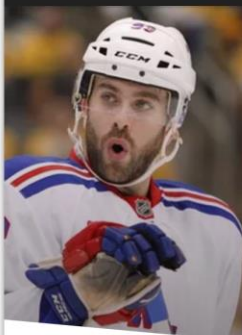
Dallas

1

Thanks for visiting the new SportsDay,
brought to you by DallasNews.com!
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STARS

May, 22



SportsDay Ad
Revenue per User \$3



k Gosselin



Rick Gosselin



@RickGosselinDMN

Dallas Morning News columnist for [@SportsDayDFW](https://twitter.com/SportsDayDFW),
author of [Goodfellows: the Champions](#)
St.

vdfw.com

Follow

FOLLOWERS 20,604



data
data!



6 Tickets
@ \$55
=
\$330

NEIGHBOR DAVE



I don't check my email.

- Sunday print subscriber
✓ \$2.99 per week
- Digital access (ePaper)
✓ \$1.00 per week

Newsletter Ad
Revenue per User \$3
X
2

ODU tickets
\$250 x 2
=
\$500

data
data
data!

lasnews.com
The Dallas Morning News

Today in History

Today in History: Thursday, June 02, 2016

Light in History:

In 1953, Queen Elizabeth II was crowned in Westminster Abbey, 16 months after the death of her father, King George VI.



AP Photo

On this date in:

Maine became the first state to enact a law prohibiting alcohol.

President Grover Cleveland married Frances Folsom, making her the first lady of the White House.

Mark Twain was quoted by the New York Journal as saying

Video

[Highlights of This Day in History](#)

Today's Birthdays:

Rock musician Charlie Watts (Rolling Stones) turns 75 years old today.



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ONE DAY UNIVERSITY



COUSIN STEVE



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GuideLive Avg
Revenue
Per User
\$3

data
data
data
data!

The
Dallas
Morning
News

MADE AN **IMPACT**

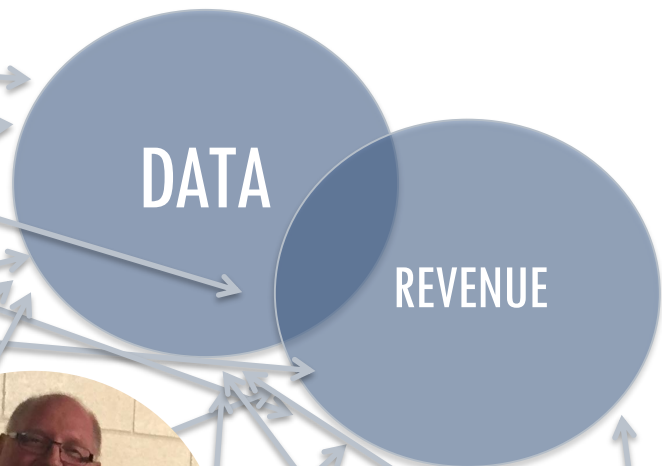
GREW NEW AUDIENCE

&

CREATED NEW **REVENUE**

STRATEGIC INTENT: INCREASE ARPU

**AVERAGE
REVENUE
PER
USER**



PRODUCT CORRELATION MATRIX

	Al Dia Tdmn	Briefing Tdmn	Dallas Morning News	Denton Record Chronicle	Dallas Morning News Newsletters	Epaper Tdmn	Fd House	Fd Luxe	Guidelive All	Ipad Tdmn	Iphone Android Tdmn	Odu	Savor	Untapped
Al Dia Tdmn	1.00	0.79	0.33	0.74	0.48	0.28	-0.01	0.09	0.46	0.46	0.46	0.16	0.41	0.58
Briefing Tdmn	0.79	1.00	0.64	0.83	0.79	0.61	0.47	0.59	0.77	0.79	0.78	0.52	0.71	0.67
Dallas Morning News	0.33	0.64	1.00	0.67	0.91	1.00	0.65	0.80	0.91	0.95	0.95	0.89	0.54	0.21
Denton Record Chronicle	0.74	0.83	0.67	1.00	0.80	0.64	0.33	0.54	0.78	0.78	0.77	0.59	0.57	0.59
Dallas Morning News Newsletters	0.44	0.78	0.90	0.79	0.98	0.89	0.74	0.87	0.98	0.98	0.98	0.87	0.76	0.52
Epaper Tdmn	0.28	0.61	1.00	0.64	0.90	1.00	0.68	0.82	0.90	0.94	0.94	0.90	0.54	0.19
Fd House	-0.01	0.47	0.65	0.33	0.71	0.68	1.00	0.88	0.73	0.72	0.72	0.69	0.72	0.33
Fd Luxe	0.09	0.59	0.80	0.54	0.84	0.82	0.88	1.00	0.85	0.85	0.85	0.84	0.73	0.38
Guidelive All	0.46	0.77	0.91	0.78	0.99	0.90	0.73	0.85	1.00	0.98	0.98	0.85	0.76	0.50
Ipad Tdmn	0.46	0.79	0.95	0.78	0.99	0.94	0.72	0.85	0.98	1.00	1.00	0.87	0.72	0.45
Iphone/Android Tdmn	0.46	0.78	0.95	0.77	0.98	0.94	0.72	0.85	0.98	1.00	1.00	0.87	0.72	0.44
Odu	0.16	0.52	0.89	0.59	0.85	0.90	0.69	0.84	0.85	0.87	0.87	1.00	0.61	0.22
Savor	0.41	0.71	0.54	0.57	0.75	0.54	0.72	0.73	0.76	0.72	0.72	0.61	1.00	0.70
Untapped	0.58	0.67	0.21	0.59	0.51	0.19	0.33	0.38	0.50	0.45	0.44	0.22	0.70	1.00

All products mapped for overlap/correlation, HHI, Age, Gender and Top 3 Interests

Sources: 1st party data, Knowledge Based Marketing

WHY THIS WORKS. . .

- **Impact** our consumers with that they want, not just what we want
- Bridge marketing solutions and publishing services, leverage each other to **grow** audiences
- Faster and multiple paths to **monetization**, ARPU strategy
- Fuels future investments

QUESTIONS?