

Data will help us remember, but will it let us forget? It will help politicians get elected, but will it help them lead? It will help companies make products addictive, but will it help us get free once we're hooked? It will help advertisers see people as statistics, but will it help us remember those statistics are people? It will help banks prevent credit card fraud, but will it help us stay out of debt? It will help credit card companies predict the impending collapse of a marriage, but will it keep our marriages from falling apart? It will help parents make kids genetically perfect, but will it help us love them regardless? It will help high-frequency traders sell stocks in nanoseconds, but will it help protect markets from feedback loops in their programs? It will help meteorologists predict storms and tornadoes, but will it help us rebuild the homes of survivors? It will help biologists map the migration of fish, but will it keep us from overfishing the oceans? It will help physicists find the "God particle" in a supercollider, but will it help us agree about God? It will help astronomers search for signs of alien life, but will it help us know if aliens are friendly or mean? It will help cardiologists monitor pacemakers with WiFi connections, but will it keep hackers from hacking our hearts? It will help virologists publish the genomes of major diseases, but will it keep terrorists from developing weaponized strains? It will help soldiers kill enemies remotely with drones, but will it help us see war as more than a game? It will help urbanists develop "smart cities," but what will become of our towns? It will help governments map the consumption patterns of cities, but will it help us depend less on consuming? It will help hackers leak evidence of government surveillance, but will we treat those hackers as heroes or thieves? It will help police triangulate the location of gunshots, but will it help us address the underlying causes of violence? It will help educators make excellent standardized tests, but will it help us embrace different standards of excellence? It will help farmers engineer crops to produce bigger yields, but will it keep corporations from patenting our food? It will help search engines know how often people search for "love," but will it help people find it? It will help singles plan a hundred first dates, but will it help them know when they've found the right person? It will help pet owners clone their dogs and their cats, but will it help us love the clones as much as the cloned? It will help neurologists implant chips in our brains, but will it help us turn off the chatter? It will help geneticists sequence our genome, but will it help us understand who we are? It will help us feel connected, but will it help us feel loved? It will help us uncover the facts, but will it help us be wise? It will help us live forever, but will it help us see that life's meaning stems from the fact that it ends? It will help us keep count of everything in our lives, but will it help us understand that not everything that counts in our lives can be counted? It will help us see the world as it is, but will it help us see the world as it could be?



Personalization and UX Strategies

- **Brandon Erlacher**
vp, strategic data, Sandusky Newspaper Group
- **Daniel Schaub**
corp. dir. Audience development, McClatchy
- **Bill Densmore, moderator**
Information Trust Exchange Governing Assn. (ITEGA.ORG)

Personalization and UX Strategies

- Quick overview (2 mins.)
- Introductions (1 min.)
- Presentations (25 mins.) / *Brandon & Dan*
- Q&A (15 mins.)
 - What best-practices are you using?
 - What do you want to know that you don't know?

Personalization and UX Strategies

Overview - 1

- 2% of uniques as subscribers is typical – Mather
- Personalized emails 30%-50% open vs. 5%-10%
- Blue Conic
- Low-hanging – convert or upsell print to digital
- Pull registration, instrument website to reduce drive-bys, segment offers and experience

Personalization and UX Strategies

Overview - 2

- Registration supports free-trial and reduced trial offers
- Customers are waiting to be asked to engage – MecLabs
- After newsletters, segment home pages, suggestions
- Send cues about value of digital by highlighting “membership gateway” (f/k/a “paywall”)

Personalization and UX Strategies

*What about GDPR?**

- Ask permission to collect even anonymous data?
(Cory Munchback, BlueConic)
- What matters is what you do with data, not where it is
(Gary Rowe, Tech Vision Research)
- Purchasing 3rd party info without user permission
'strictly verboten' (Richard Lack, Gigya)
- Offer people opt out of whatever you're doing
(Matt Lindsay, Mather Economics)
- Opportunity for publishers to leverage 1st-party relationships; bad for ad-tech companies
(Jason Rose, Gigya)

* -- *European Union's General Data Protection Regulations – Effective May 25*

Personalization and UX Strategies

After the presentations . . .

- What best-practices are *you* trying?
- What do you want to know that you don't know?