

Personalized Data to Target and Monetize

Brandon Erlacher

VP of Strategic Data, SNG

Publisher, Standard-Examiner



Sandusky Newspaper Group

The Sandusky Newspaper Group operates 12 community newspapers, 31 websites, a variety of e-mail newsletters, and a full-service digital ad agency. We are located in Utah, Michigan, Ohio and Tennessee. Our focus is on providing a strong, local media voice in our communities through digital and traditional media, centered on the solid newspaper brand.

Sandusky is privately owned and operating media since 1869.



Johnson City Press

Sandusky
Register

The logo for Standard-Examiner. It features a blue mountain range graphic above the text "Standard-Examiner" in a black, serif font.

Agenda

- Targeting Paid Relationships
 - Problem and Concept
 - Creating Audience Segments
 - Delivering in Real-Time
 - Messaging to particular segments
 - Building an Active Registered User DB
 - Results
 - Technology
- 2018 Roadmap & Impact

Who will pay for a digital sub anyway?

- Media Insight Project via API (May 2017)
 - 53% of American adults pay for news
 - 37% of those 18-34 subscribe to news
 - Of those that pay, 54% subscribe to newspapers (29% overall)
 - 58% primarily print, 28% primarily digital, 4% blended
- INMA Audience Summit (October 2017)
 - 10% of American Adults will “pay to play” –Valentin Cornez, Google FUSE
 - “Digital growth is outpacing print declines – Peter Doucette, Boston Globe
 - Subscription businesses growing 9x faster than S&P 500 –Monika Saha, Zuora
 - Netflix
 - StitchFix
 - Hello Fresh

How much will they pay?

How much U.S. newspapers charge for digital subscriptions

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TRACY M. COOK

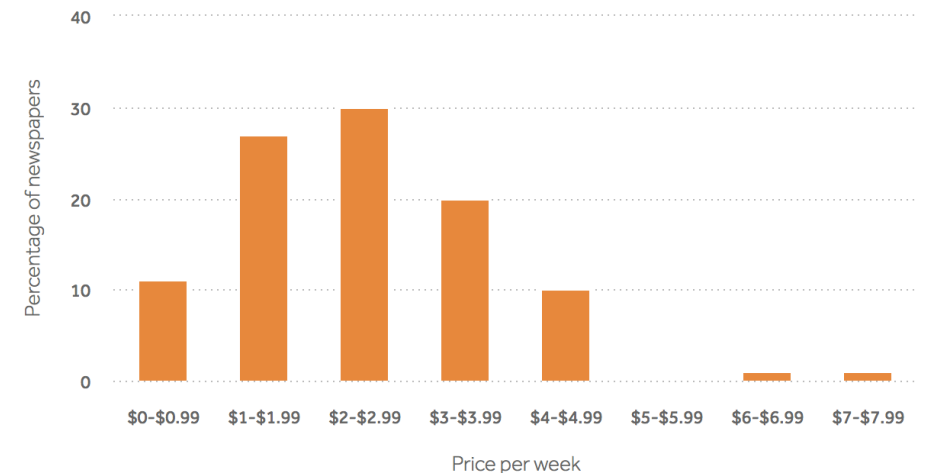
Research Fellow at the American
Press Institute
[@tmcook23](#)

The dual-revenue model of print advertising and home delivery subscriptions that historically sustained newspapers is fading. In its place, newspapers are pursuing new revenue growth through digital subscriptions.

Weekday circulation for U.S. daily newspapers in 2016 declined for the 28th consecutive year, according to a [2017 Pew Research Center analysis](#). That analysis found weekday and Sunday print circulation numbers fell to their “lowest levels since 1945.”

We chose \$9.99/mo. or \$99 annually.

Digital subscription prices at 100 U.S. newspapers



Dilemmas

- Paywalls drive revenue but choke traffic (pageviews, sessions and MUVs).
 - Programmatic and Local Banner, while slowing, are still a growing digital ad revenue source and chief monetization vehicle for newspaper.com.
 - ~75% of adults do not pay for news digitally.
 - Less internal resources to provide the UI/UX users expect from a paid experience.
- We still need to support print circulation.
 - Circulation Directors are the number one supporter of paywalls: "I'll just get it for free online."
 - Churn is getting higher, and rate is being depressed to keep the gross number.
- Current vendors provide complete, metered and even micro-transaction solutions... but not hybrid.

How do I get my cake and eat it too?



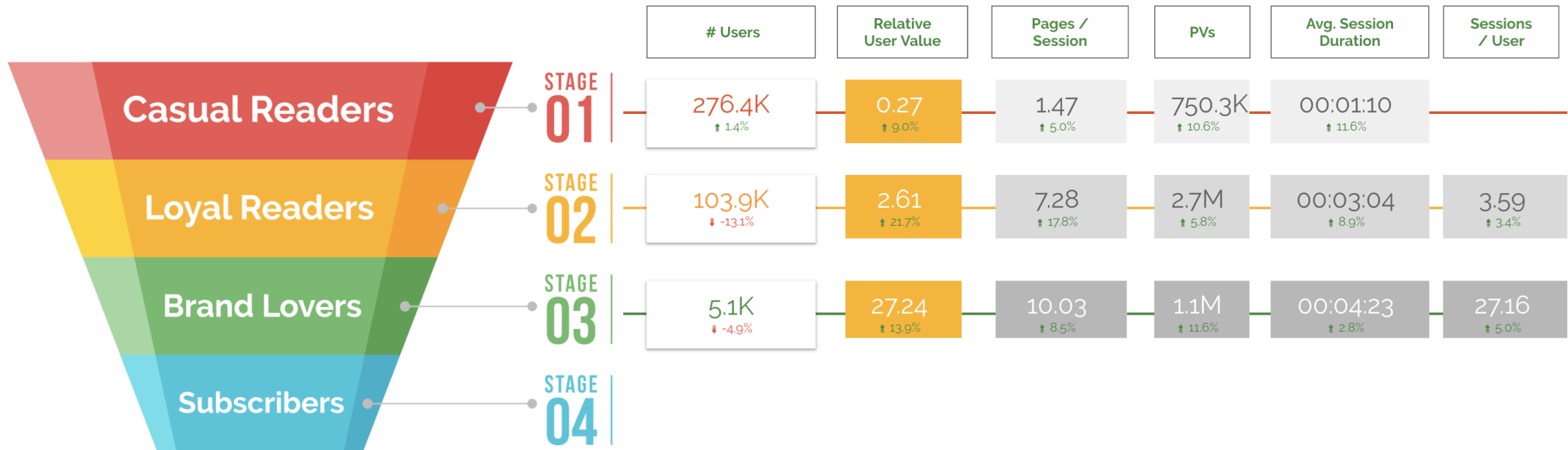
Bottom line. We have a multi-million dollar banner ad business.
How do I maximize that revenue and grow subscriber revenue at the same time?

Propensity to Pay and Value- ARPU

Average Revenue per User



Segmenting your audience to **identify user value** across your site in order to address identifiable gaps and adapt business strategies



Definitions:

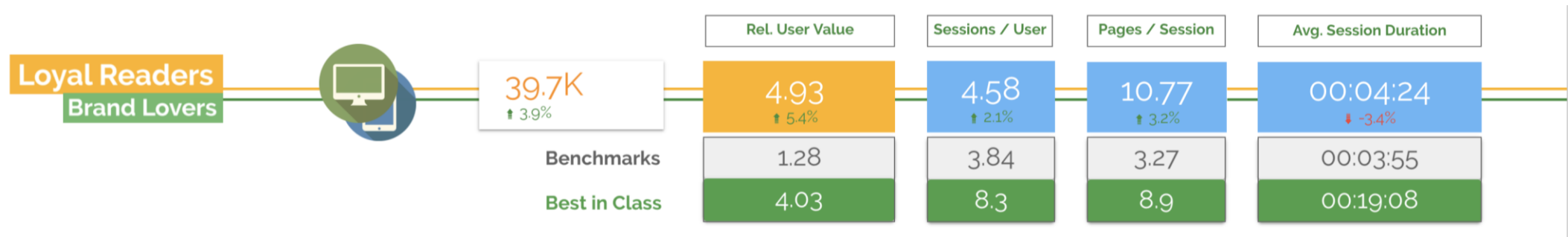
Casual Readers: New readers
Loyal Readers: Returning readers

Brand Lovers: Readers / users who visited your site more than 15 times across the 30 days

ARPU continued

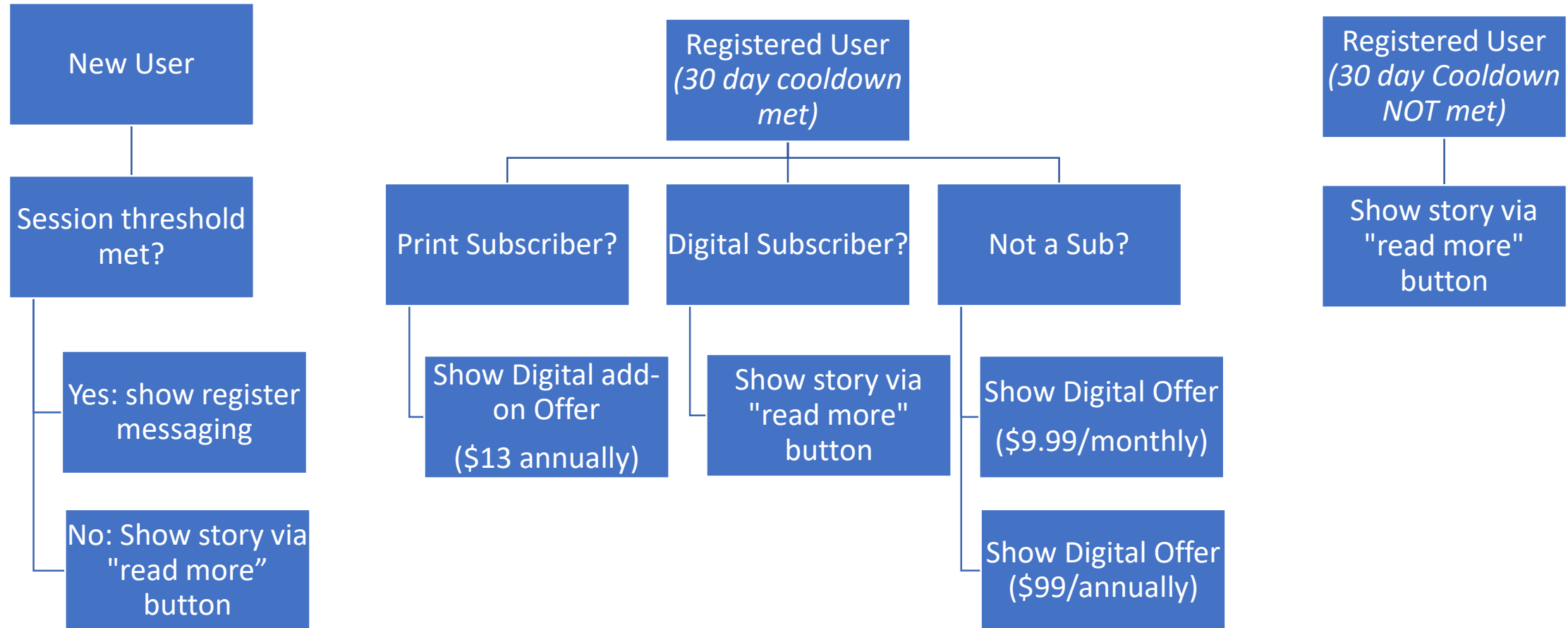
Average Revenue per User

- How do we most effectively monetize these groups and eventually convert to a subscriber?
 - Casual Users
 - Loyal Users
 - Brand Lovers
- Drive Registrations, Newsletter subscriptions, Paid Relationships



Workflow

Drive Registrations/Convert to Paid



Creating Audience Segments

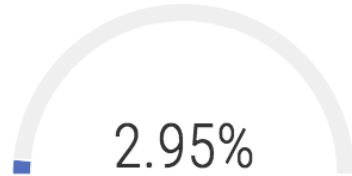
- Taxonomy
- 1st Party Data (synced with Gigya)
 - Login Status
 - Paid Status
 - Newsletter Subscriptions
 - Behavior
 - Demographics
- Category, Author, Date
- Referrer, Device, Browser, TOS, Pageviews
- Sentiment
- Ability to do Lookalike Modeling



CXENSE

Creating Audience Segments

Cxense DMP



Matching 2.95% of all unique users.

(6 570 / 222 784 unique users)

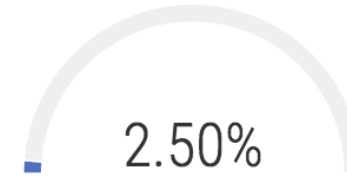
Matching 33.47% of all page views.

(329 477 / 984 377 page views)

Traffic belonging to users in this segment matches 33.47% of all page views.

(329 477 / 984 377 page views)

All users
Sessions in 8 of last 16 days
6,570



Matching 2.50% of all unique users.

(2 770 / 110 700 unique users)

Matching 21.61% of all page views.

(92 522 / 428 194 page views)

Traffic belonging to users in this segment matches 21.61% of all page views.

(92 522 / 428 194 page views)

Not a digital subscriber
Sessions in 5 of last 7 days
2,770



CXENSE

Delivering the Ask

Registered User Request

Shows when user has visited
8 or more times in the last 16 days:

Be a news expert. Create a free login now to access all the benefits of standard.net.

Log in or create a free account to continue reading.

Logged in message:

Continue Reading

Davis sheriff staff expansion frozen pending countywide study

MONDAY, NOVEMBER 06, 2017 - 5:00 AM



Image by: BENJAMIN ZACK/Standard-Examiner

Law enforcement officers mobilize around the back of a home where a man was believed to be hidden in Clinton on Friday, Feb. 5, 2016. Davis County's tentative budget submitted Tuesday, Oct. 31, 2017, cut most of a \$15 million increase sought by Sheriff Todd Richardson.

MARK SHENEFELT, Standard-Examiner Staff

f SHARE t TWEET in SHARE e EMAIL +



FARMINGTON — County officials chopped a requested 84-employee staff expansion from the 2018 budget proposed by the Davis County Sheriff's Office.

Sheriff Todd Richardson in early October asked for dozens of new deputies, jailers and other personnel in a nearly \$15 million budget increase. The county's tentative budget, submitted to the county commission on Tuesday, Oct. 31, included \$2.3 million in new funds for sheriff's operations, but no new personnel.



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This Week's Circulars



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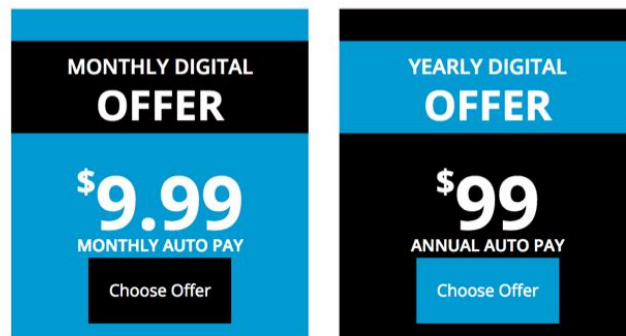
Delivering the Message



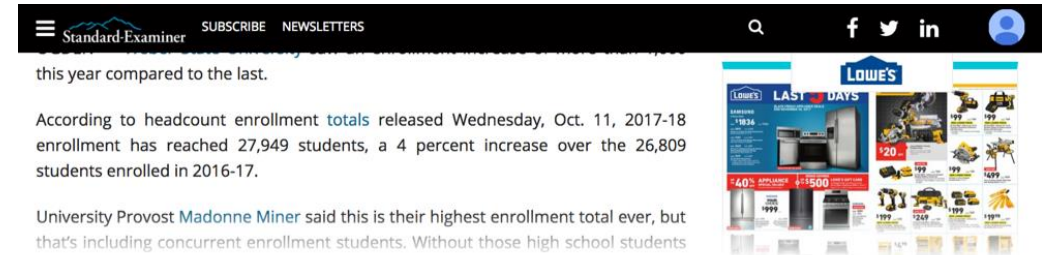
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While you'll always be able to see breaking and public safety news for free, you'll now need to pay for an online subscription in order to see unlimited stories, videos and photos. You'll also get access to exclusive member deals and special offers. Thanks for your support.



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Print Subscriber

Results at the Standard-Examiner

Paid Digital Subscriptions

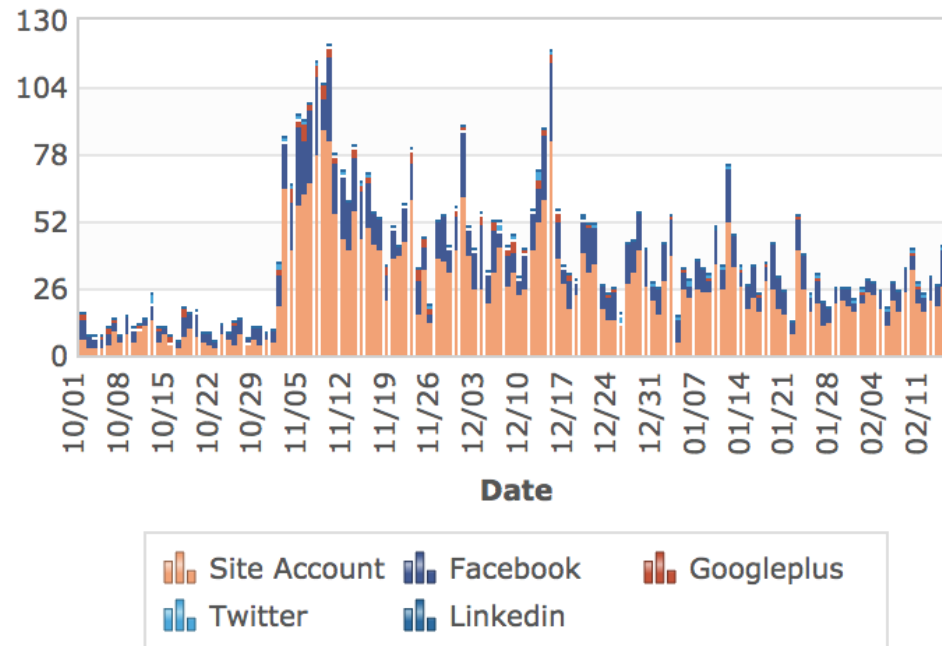
	Last 30 Days	31-60 days	61 - launch	Total
Print Subscribers targeted	267	280	35	582
Non-print targeted	1099	1732	709	3540
Conversion to Paid	103	470	345	918
Conversion Rate	7.54%	23.36%	46.37%	22.27%

- No change to sessions, referral traffic, MUVs
- Represents \$60K in additional circulation revenue

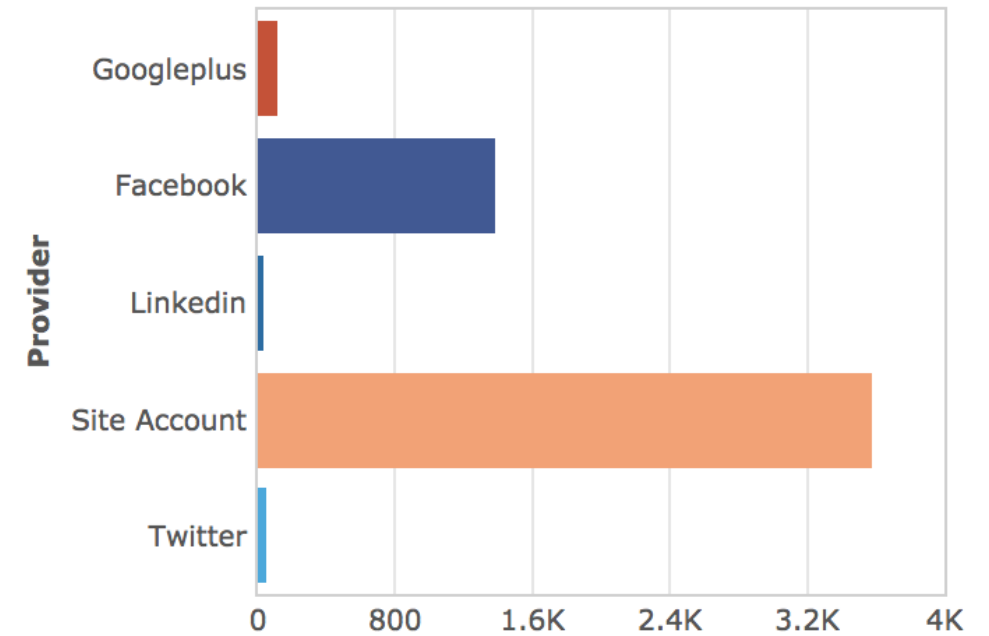
Initial Results

Registered Users

New Registered Users ?



New Users by Provider ?



Bumps in the road thus far...

Targeted Registration and Paywall

- Closing access to the Digital Edition resulted in heavy call volume to customer service. We created a web tool to allow customer service reps to immediately provide access and create a Gigya account on behalf of the customer.
- We have had very few complaints regarding pay. Registration has been a little more contentious. Communication internally has been key: we have scripts for all employees, especially customer service, sales and the newsroom. Many customers thought they were already paying (but they were not), which has resulted in more sales.
- Facebook algorithm changes impacted social referrals. Always need to keep the top of the funnel full of new prospects.
- Salt Lake Tribune **hard paywall** (launched February 1) has been helpful.

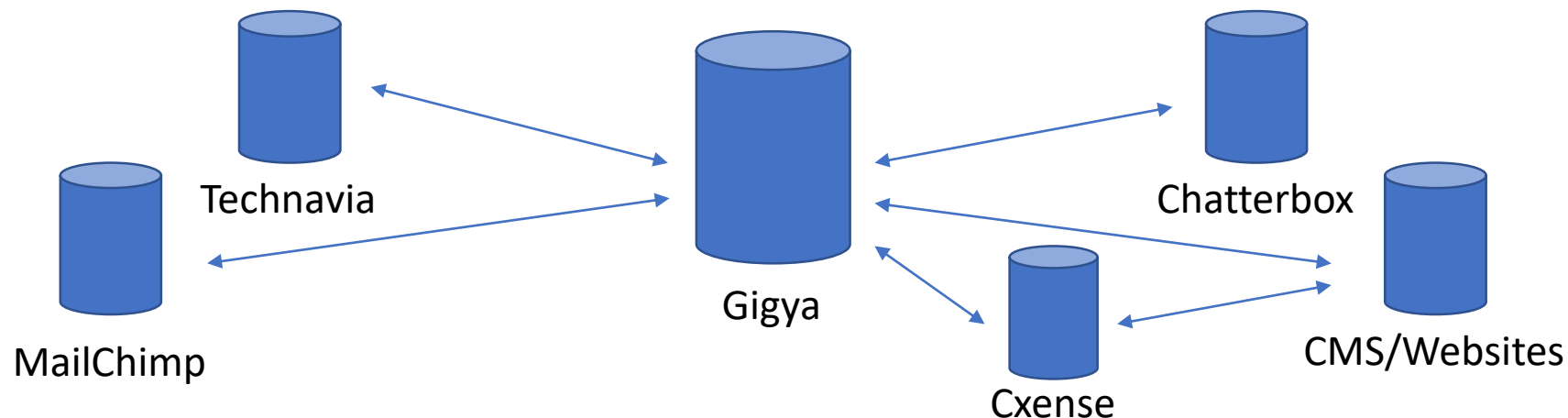
Important Safety Tips

Targeted Registration and Paywall

- Driving new customers into the funnel is vital. Breaking news and aggregation is key to getting potential new paid subscribers into the system.
- We had to create a few new lower rates as fall back options for customers. We will use Mather to drive them to higher rates over time.
- Training. Having sales scripts and good tech walk-throughs have made the difference. Many of those willing to pay expect a seamless system for linking their accounts. The tech is built on CircPro providing the digital access via rate. Patience and staying on the line with customers is necessary.
- Employee accounts have actually been the biggest headache. Many of our employees did not have a subscription.

Technology

- **Gigya** : user Database and single sign-on
- **Cxense** : DMP, targeting, algorithm, recommendations
- **Chatterbox** : ecommerce, customer service, link to CircPro
- **MailChimp** : Newsletter delivery, customer service and retention
- **Technavia** : Digital Edition



Next Steps

- Rollout to other SNG websites
- Algorithm tweaks and targeting changes with A/B Testing
- Offer testing (rate, promotional messages)
- Deeper integration with ARPU buckets (casual, loyal, brand)
- Integration with MailChimp for abandoned shopping carts