Personalized Relationships and the Ultimate UX

Dan Schaub

Corporate Director of Audience Development

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Today's Topics

- Transition from Circulation to Audience to Relationships
- Internal (team) Transformation
- Business Partner (resource) Transformation
- Consumer Relationship Transformation

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Modern Day Media Company

A Rich History – Newspaper Circulation

- Superior Brand Recognition
- Deep Community Roots
- Trust and Reverence

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Modern Day Media Company

Transformation - Media Company with Relationships

- Trusted Content Providers
- Multiple Products on Multiple Platforms
- Extended Reach – Mass and Targeted

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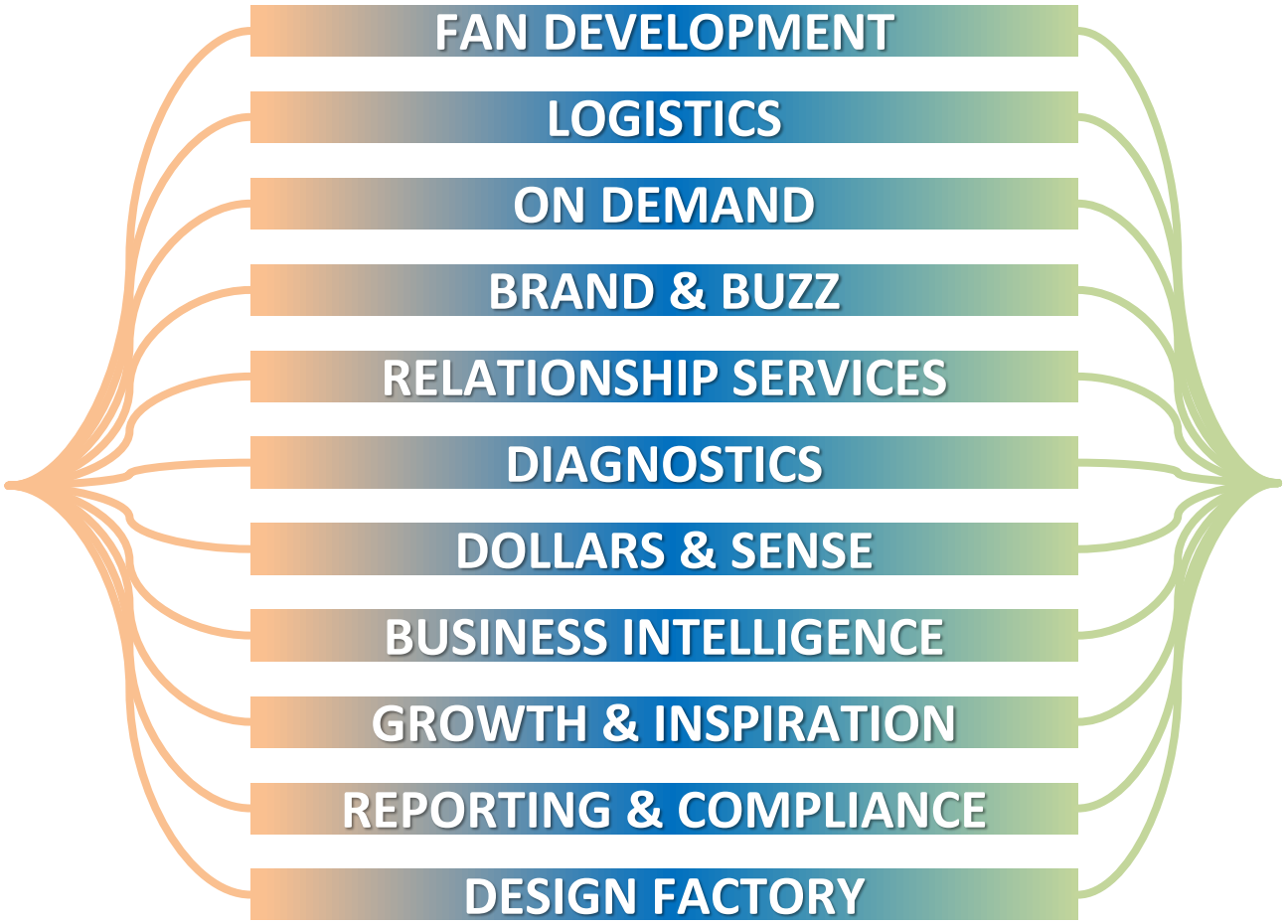
Internal Transformation - Pillars

McClatchy Goals & Initiatives



Relationships & Revenue Growth

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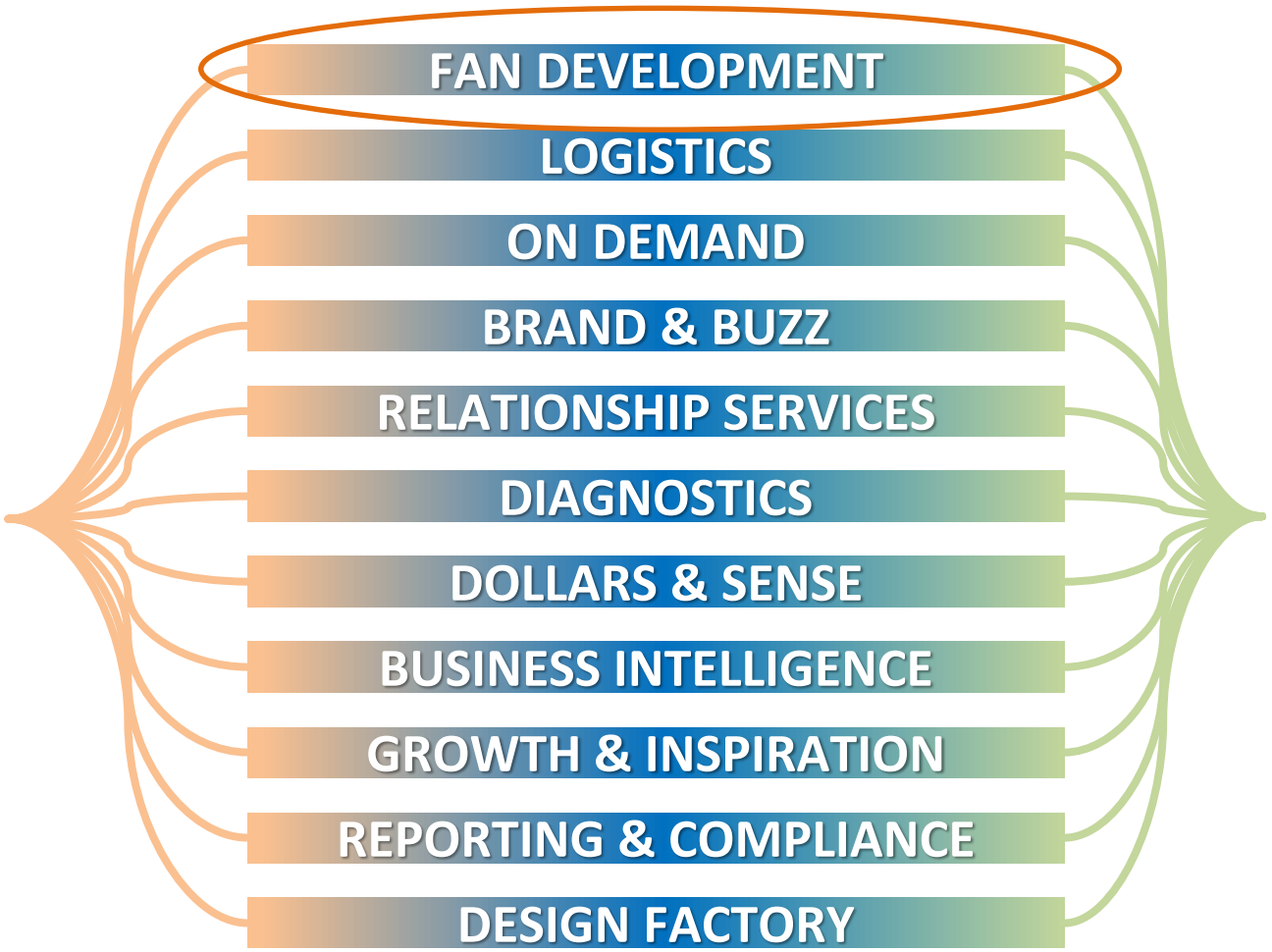
Internal Transformation - Pillars

McClatchy Goals & Initiatives



Relationships & Revenue Growth

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Internal Transformation - Pillars

McClatchy Goals & Initiatives

Relationships & Revenue Growth

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Internal Transformation - Pillars

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Relationships & Revenue Growth

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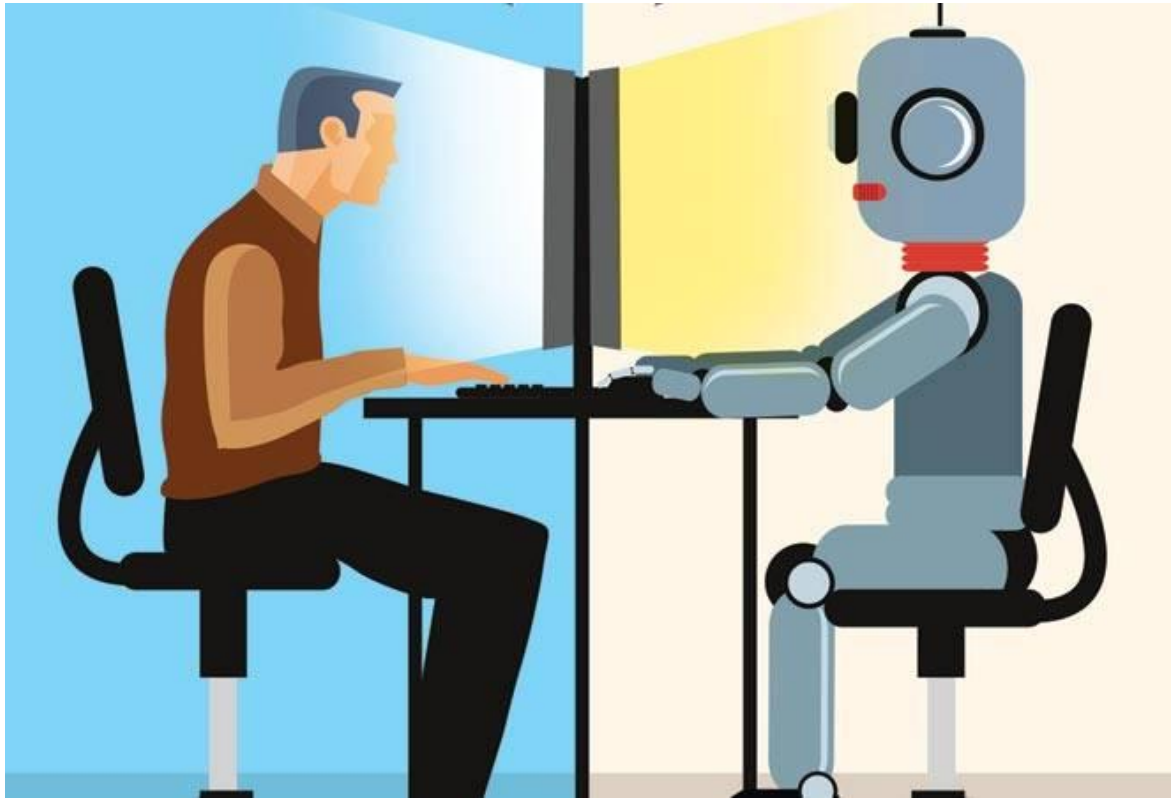
Internal Transformation - Relationships

Leveraging Deep Connection - Relationships



- Real People Real Connection
- Local Business to Business Connections
- Local Business to Consumer Connections

Photo: Raj Verma

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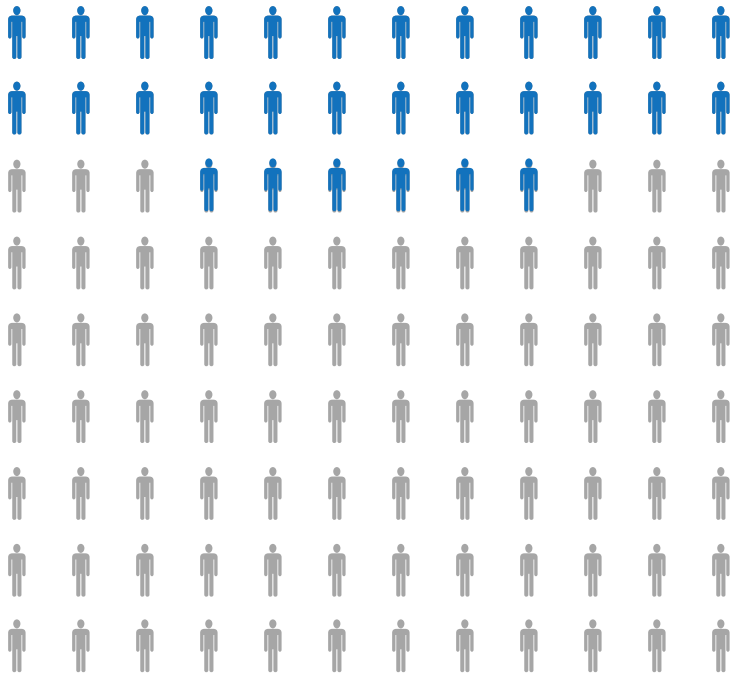
Filling in the Relationship Gap



Known Consumers:
Active print/digital subs and
Former subs

Anonymous Consumers:
Online users not registered or
linked to our databases

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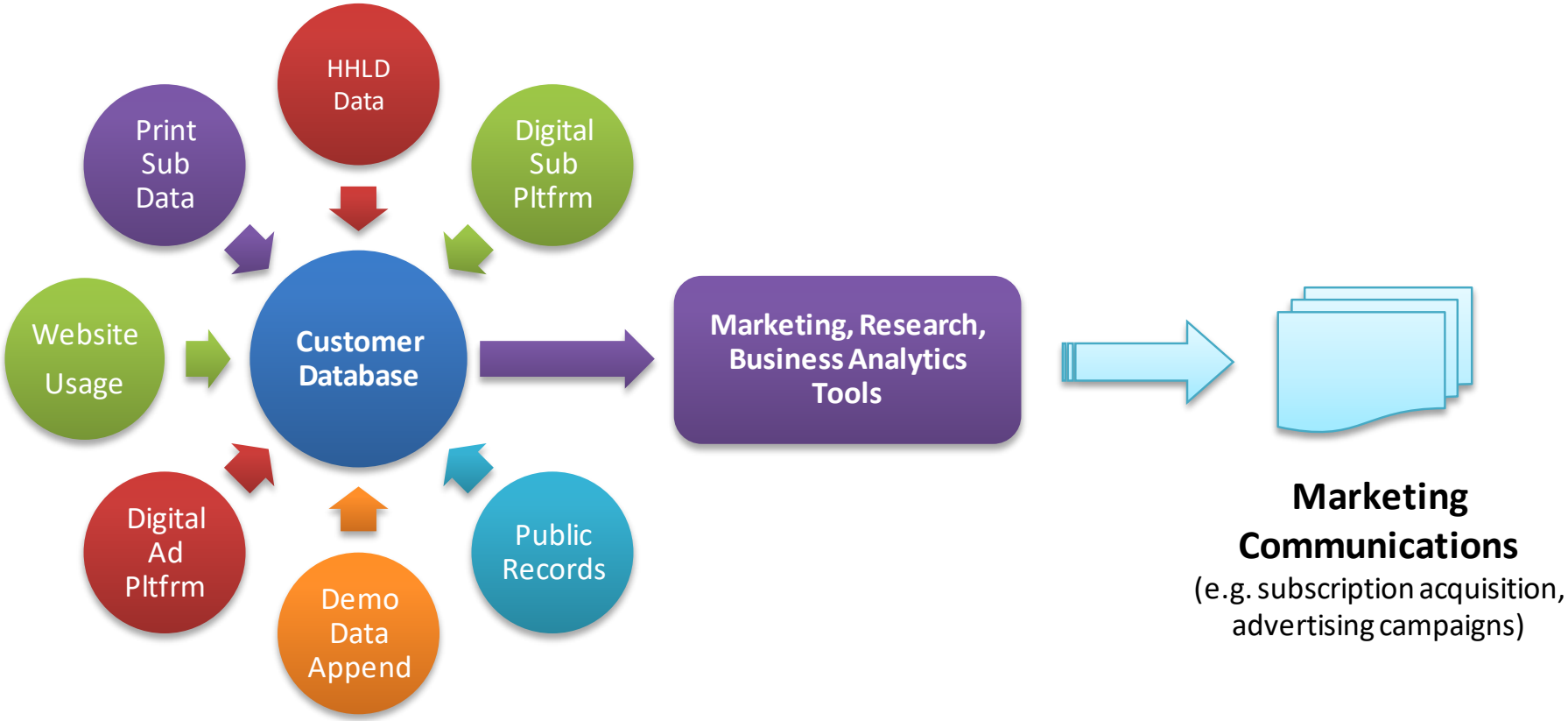
Filling in the Relationship Gap



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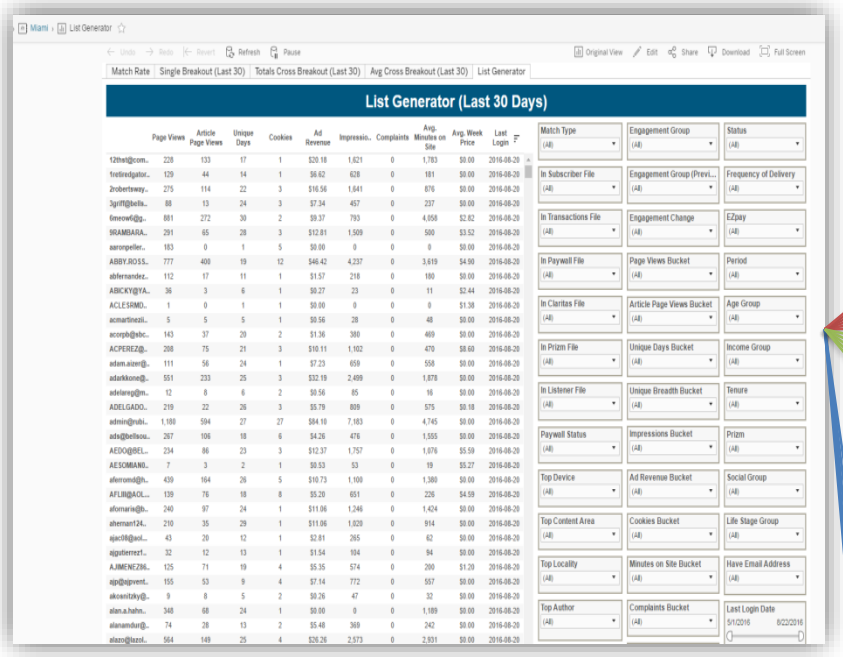
Filling in the Relationship Gap



Relationships +
Demographics +
Behaviors

- Newsletter Recipients
- MVP Subscribers
- Digital-only Subscribers
- Press Club Members
- Sunday Select Opt-in
- Newspaper Subscribers
- Household Income
- Homeownership
- Employment Status
- Educational Achievement
- Children in the Home
- Website Users
- High Ad-Value Customers
- Video Viewers
- Facebook Likes
- Contest Entrants

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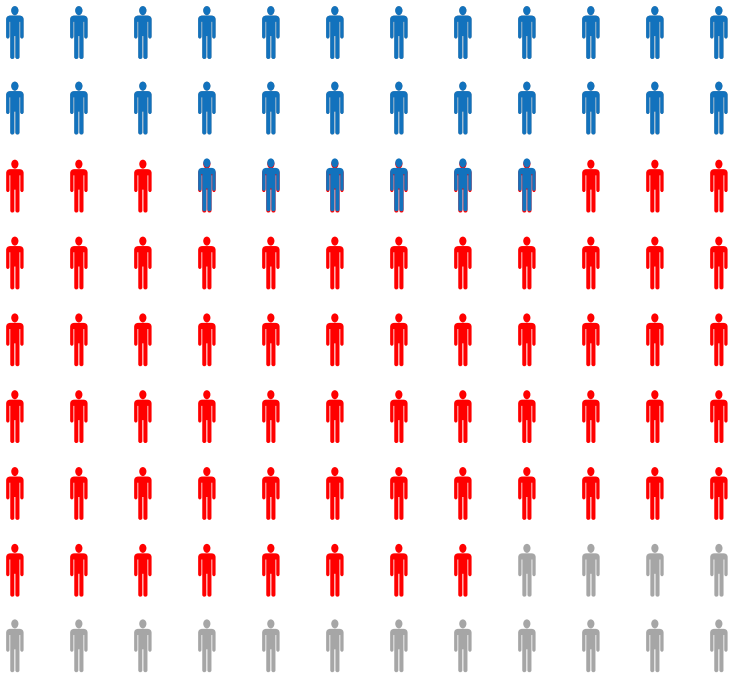
Building Relationships



Known Consumers:
Active print/digital subs and Former subs

Known Prospects:
Users processed through ARD gateway are profiled by demos and usage behavior, shaping specific targeting recommendations

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Identifying Anonymous Users

1st Party Cookie ID: [redacted] IP Address: [redacted]
Web Usage - Desktop user only 2,033 page views, 22 unique days on site 48% of page views come on Tuesday and Wednesday 75% of page views occur between 2pm and 10pm 12,033 impressions served
Contact Info - N/A
Demographics - N/A
Other Data - N/A
Ad Value - $122 in ad revenue in past 30 days

Signs up for Hosted Event

John D. [redacted]
Web Usage - Desktop user only 2,033 page views, 22 unique days on site 48% of page views come on Tuesday and Wednesday 75% of page views occur between 2pm and 10pm 12,033 impressions served
[redacted]
PRIZM Segment 01 - Upper Crust, Wealthy Mature
Home owner 25+years; interested in hunting, fishing.
Ad Value - $122 in ad revenue in past 30 days

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Identifying Anonymous Users

1st Party Cookie ID: [redacted] IP Address: [redacted]
Desktop user only (Mac) 464 page views (30 days), 20 unique days on site 55% of time spent 10am-4pm; 25% 9pm-12 am Top content(s) News & Sports 78% of visits start at Home Page
Contact Info - N/A
Demographics - N/A
Other Data - N/A
Ad Value - - $0 ad revenue.

Enters a Hosted Contest

Ralph W. [redacted]
Desktop user only (Mac) 464 page views (30 days), 20 unique days on site 55% of time spent 10am-4pm; 25% 9pm-12 am Top content(s) News & Sports 78% of visits start at Home Page
Contact Info - [redacted]
Demographics – not available, out of market visitor
Other Data – not available, out of market visitor
Ad Value - - $0 ad revenue. Due to non-local user

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Using The Right Resources - Partners

mather:

VOICEPORT

alorica

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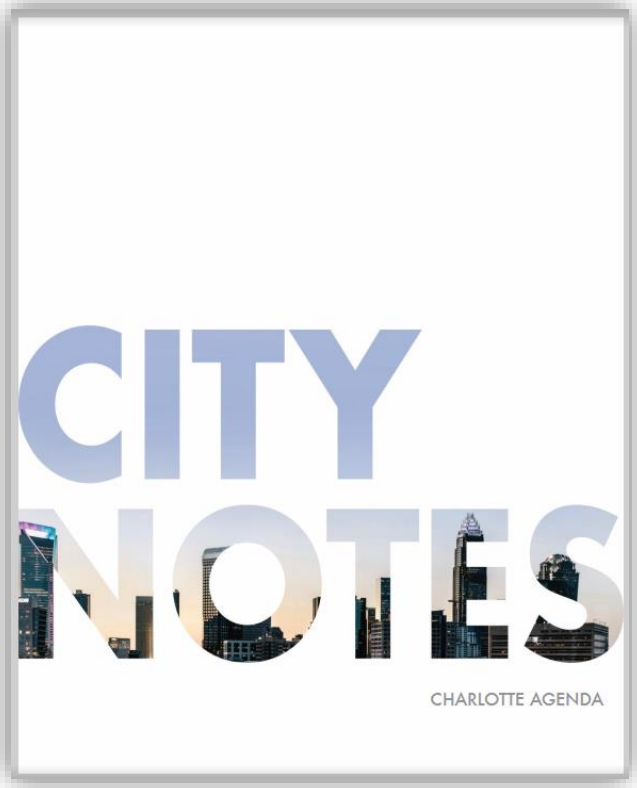
Building Relationships

Printed City Guide

Charlotte



Politics e-Newsletter

Sacramento

THE SACRAMENTO BEE

The Take

Good morning, On behalf of **The Sacramento Bee's Editorial Board,** welcome to our opinion politics newsletter.

Jack Ohman says London's **Big Ben** has been replaced. Check out the new timepiece here.

Our take

Editorials

Give it up, Kimberly Ellis. You won't be leading California Democrats: **Kimberly Ellis** refuses to concede the race for Democratic chair to **Eric Bauman**. For the sake of the resistance, it's time.

Modesto Bee: President **Donald Trump** apparently knows nothing of how to confront terrorism, though the nations of the world have had more than a generation to learn the lessons. Trump's senseless, reckless and heartless tweets once again expose him as part bully, part buffoon and thoroughly incapable of leading.

Podcast

Biloxi

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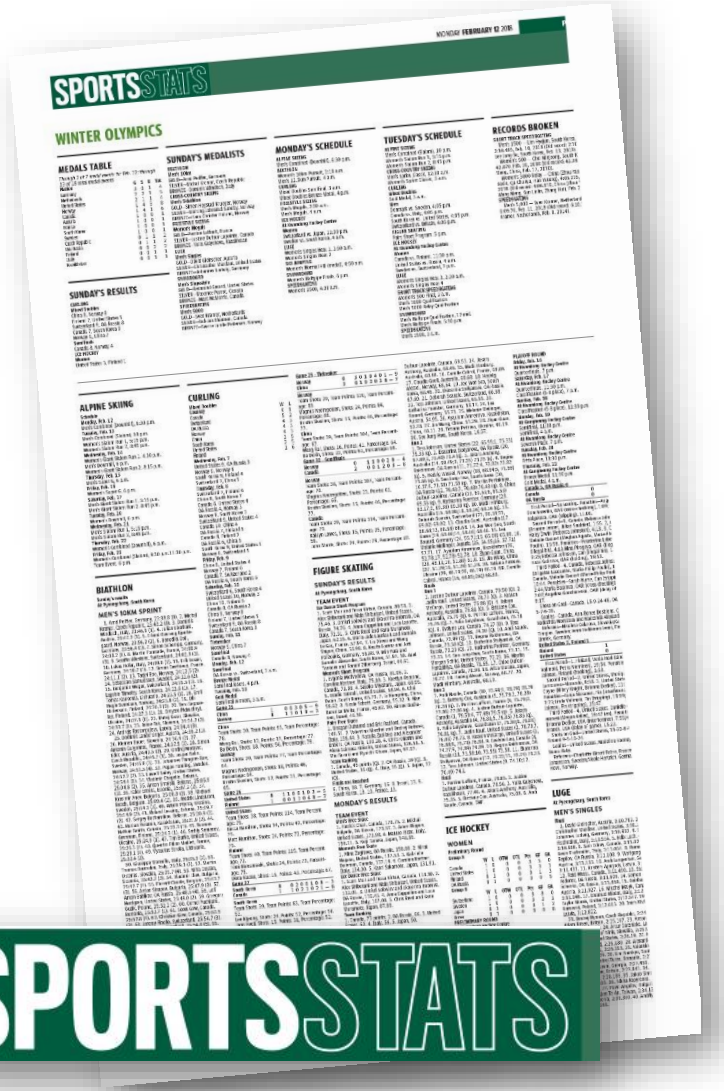
Building Relationships



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Connecting to the Relationships Needs

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Building Consumer Relationships - Internal Resources

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Building Consumer Relationships – External Resources

THE BEE PRESS CLUB

connecting you to exclusive experiences

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