

Personalized Relationships and the Ultimate UX

Dan Schaub

Corporate Director of Audience Development

Today's Topics

- Transition from **C**irculation to **A**udience to **R**elationships
- Internal (team) Transformation
- Business Partner (resource) Transformation
- Consumer Relationship Transformation



Modern Day Media Company

A Rich History – Newspaper Circulation



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

Modern Day Media Company

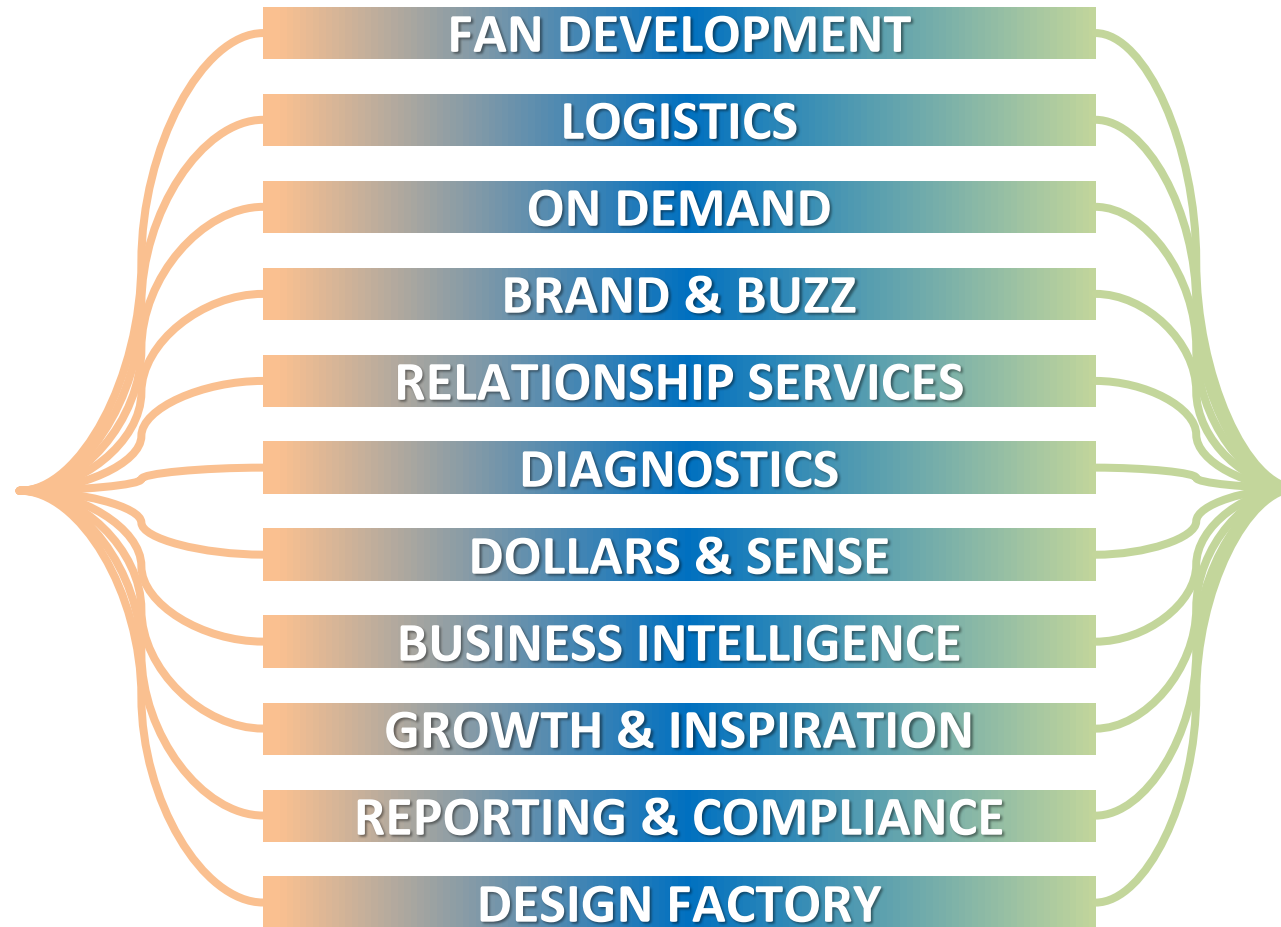
Transformation - Media Company with Relationships



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

Internal Transformation - Pillars

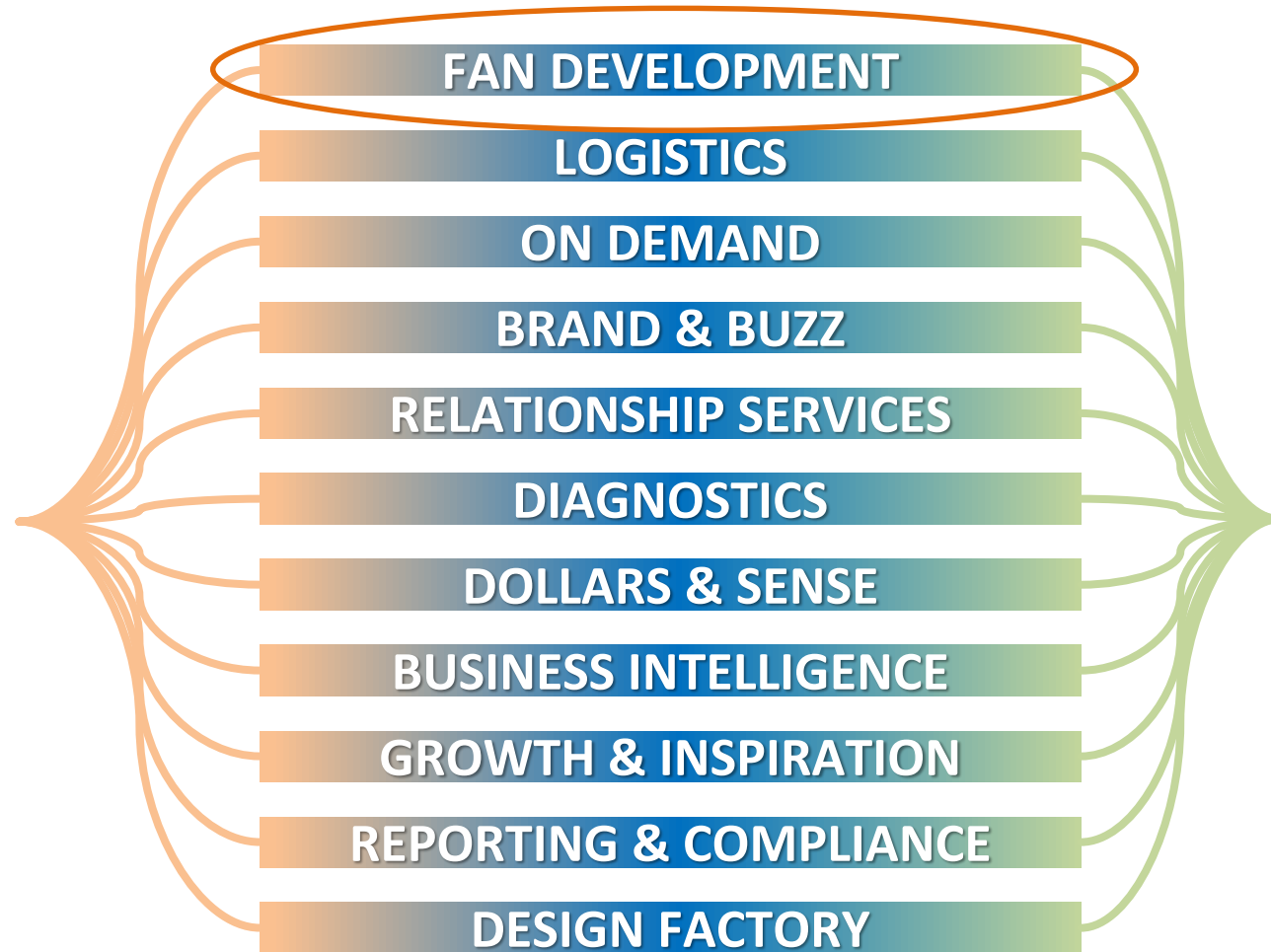
**McClatchy
Goals &
Initiatives**



**Relationships
& Revenue
Growth**

Internal Transformation - Pillars

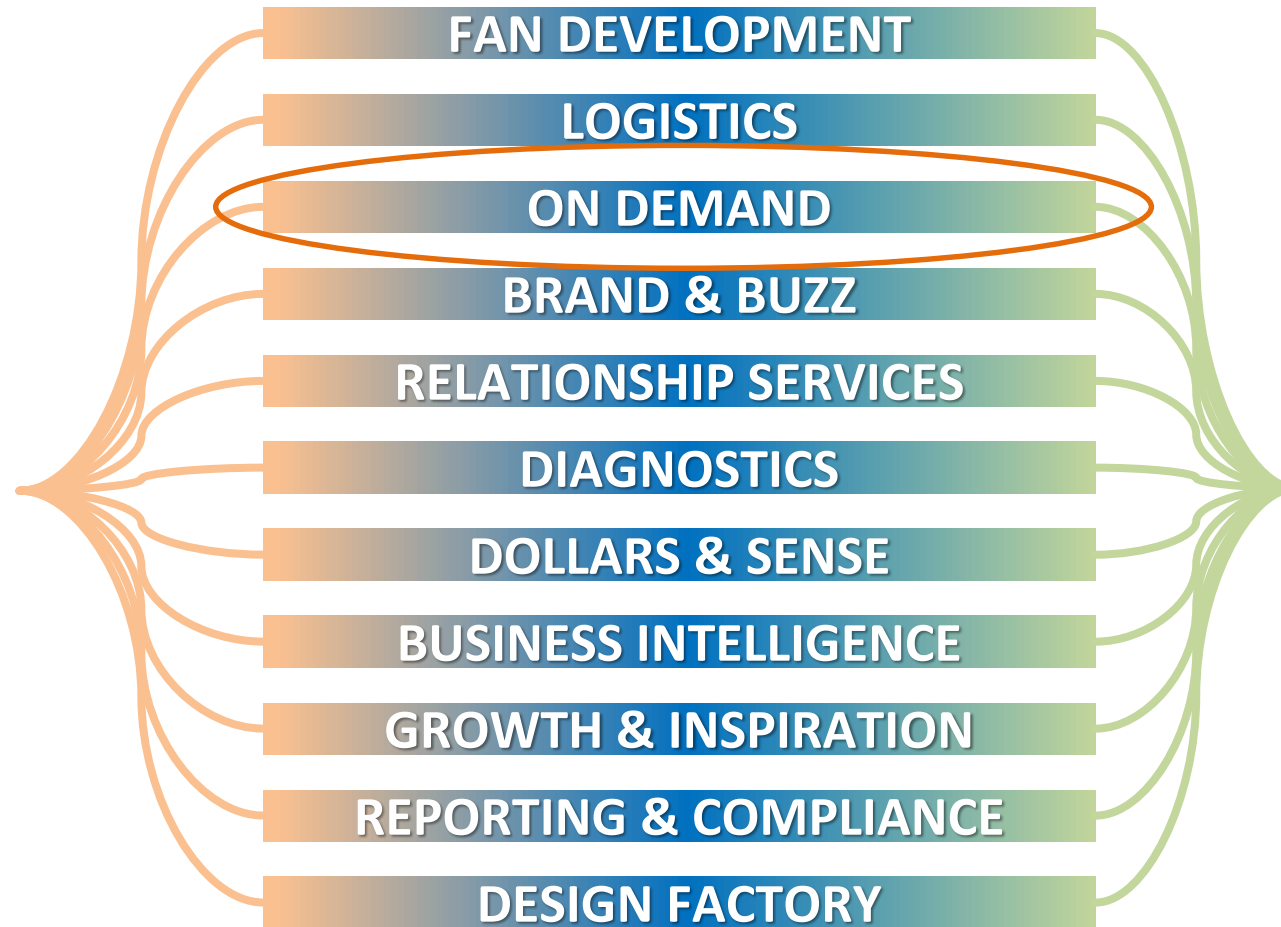
**McClatchy
Goals &
Initiatives**



**Relationships
& Revenue
Growth**

Internal Transformation - Pillars

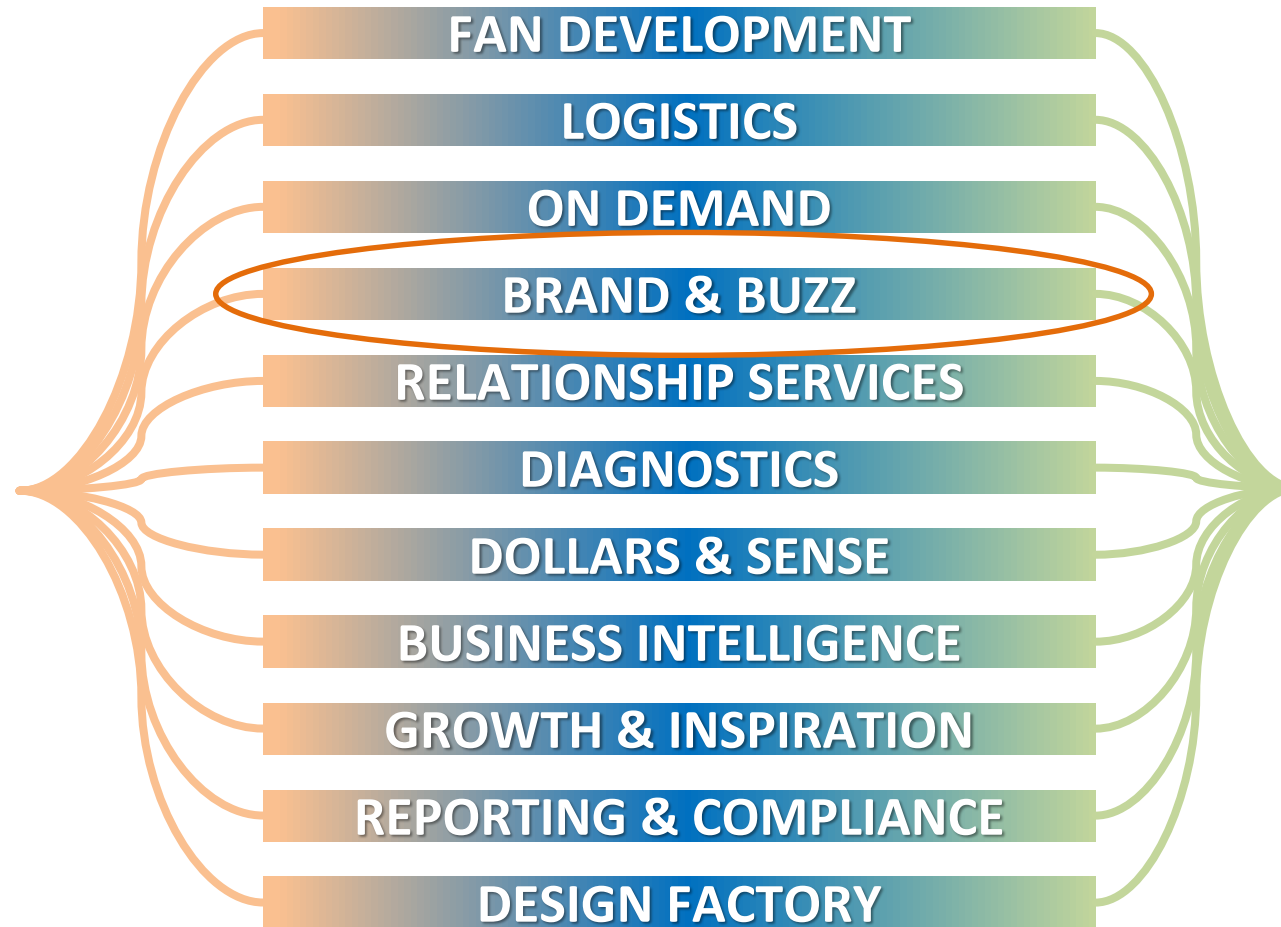
**McClatchy
Goals &
Initiatives**



**Relationships
& Revenue
Growth**

Internal Transformation - Pillars

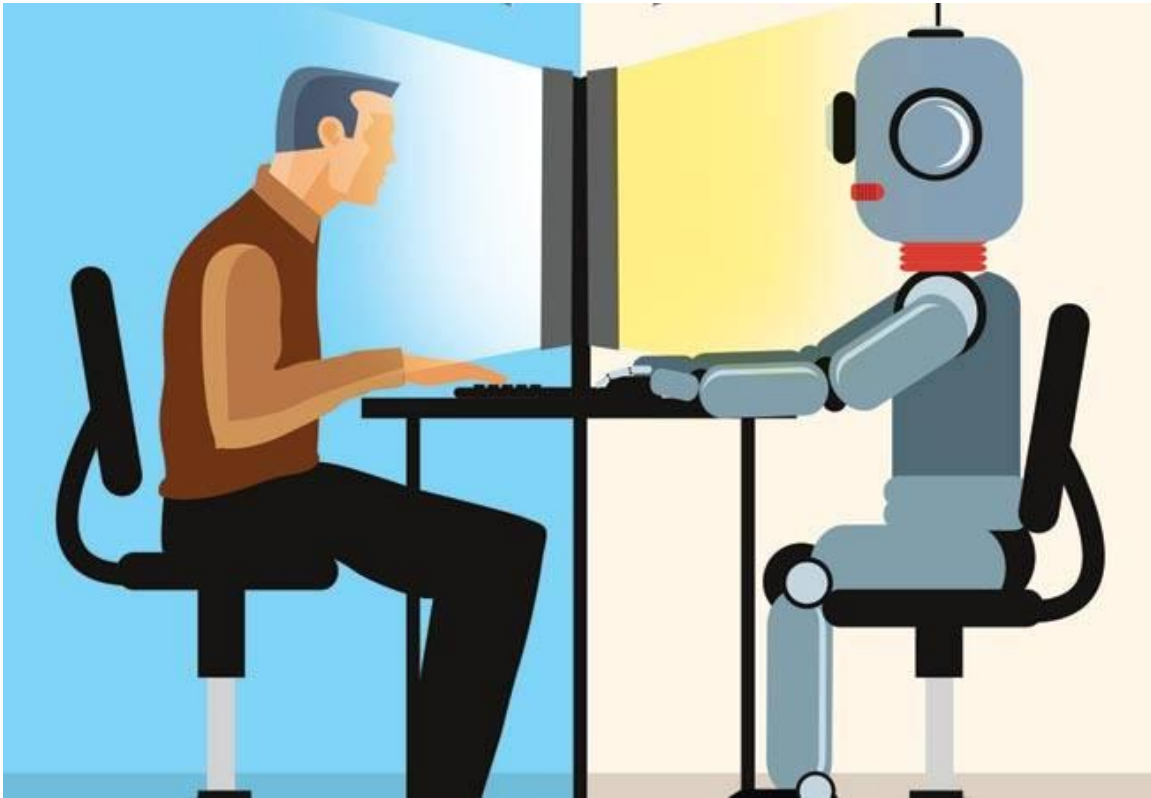
**McClatchy
Goals &
Initiatives**



**Relationships
& Revenue
Growth**

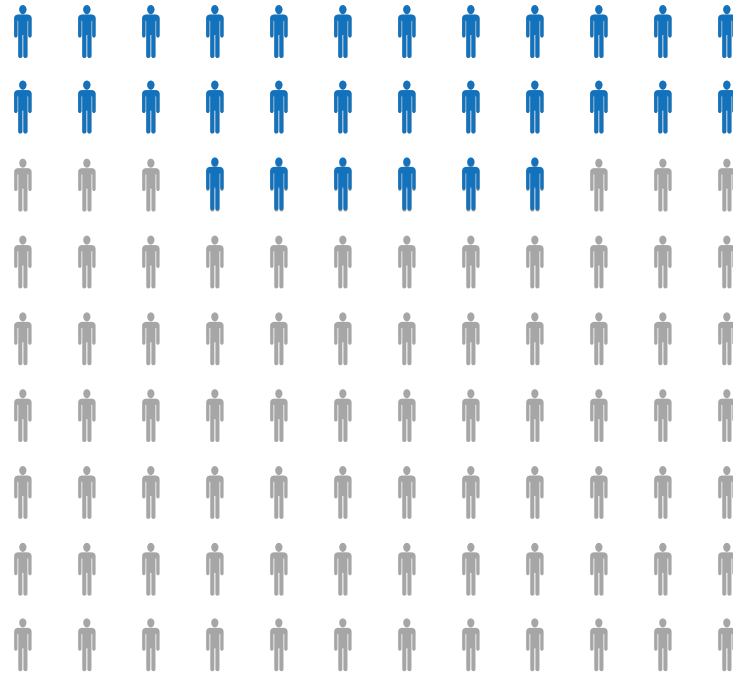
Internal Transformation - Relationships

Leveraging Deep Connection - Relationships



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

Filling in the Relationship Gap



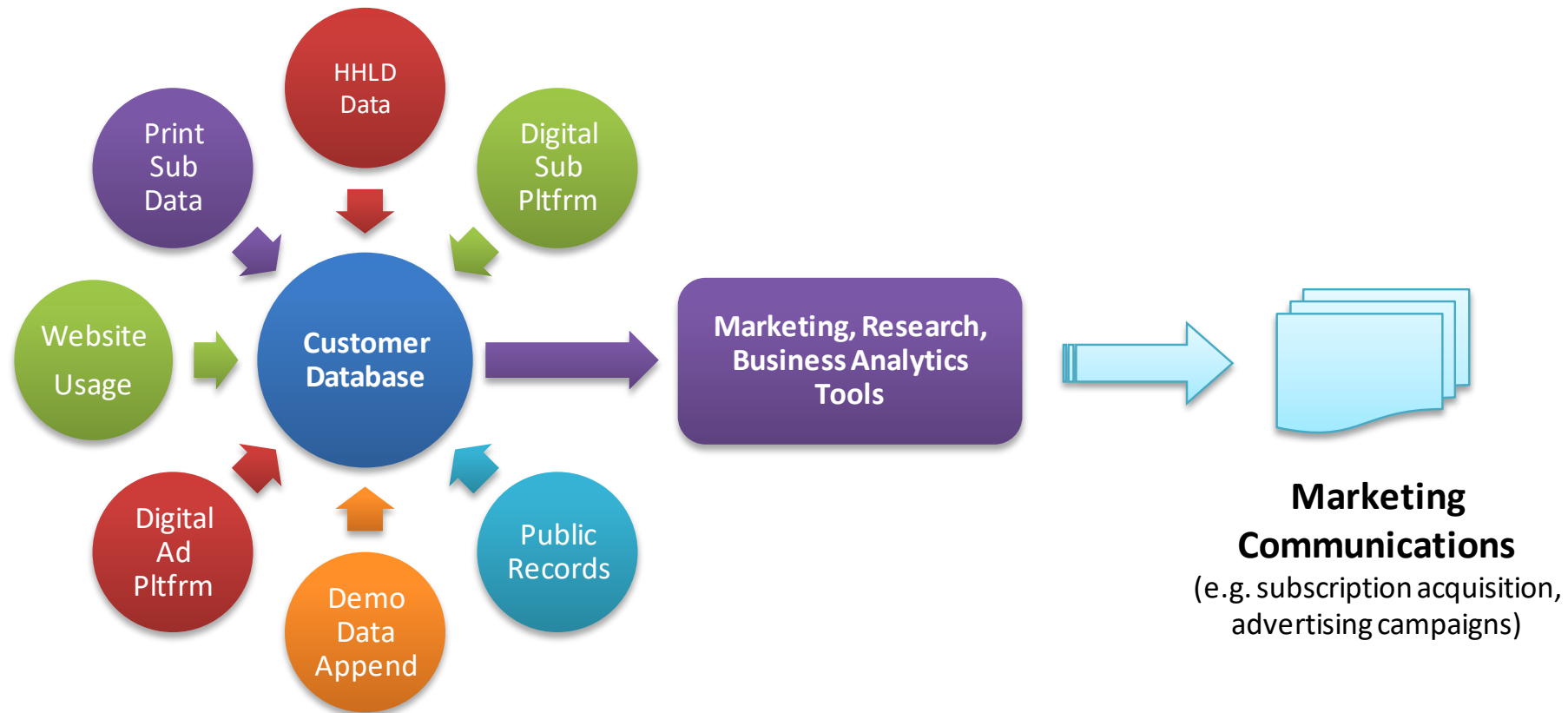
Known Consumers:

Active print/digital subs and
Former subs

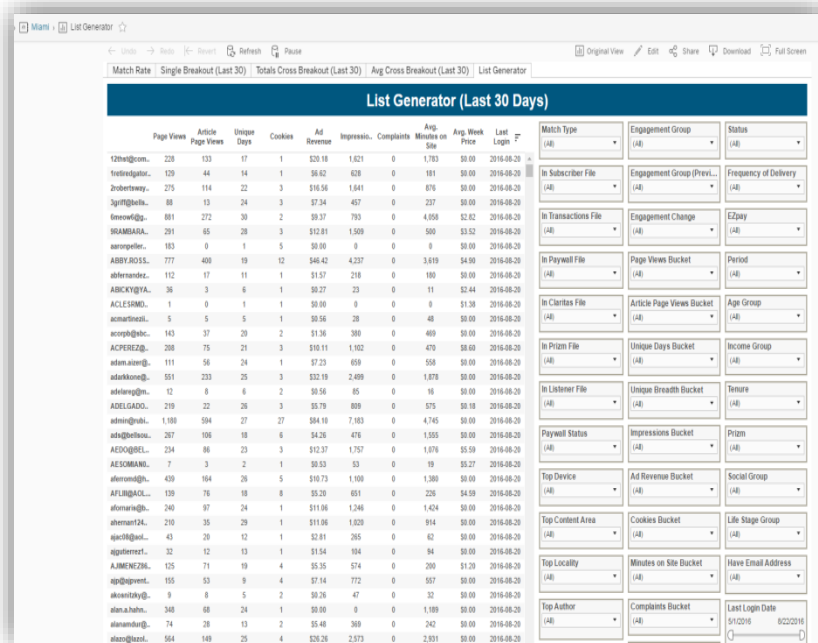
Anonymous Consumers:

Online users not registered or
linked to our databases

Filling in the Relationship Gap



Filling in the Relationship Gap



The screenshot shows a web application titled "List Generator (Last 30 Days)". It features a table with columns: Page Views, Article Page Views, Unique Days, Cookies, Ad Impressions, Complaints, Minutes on Site, Avg. Price, Last Login, and Match Type. The table lists various email addresses and their corresponding metrics. To the right of the table are several filter menus including: Match Type, Engagement Group, Status, In Subscriber File, Engagement Group (Prev.), Frequency of Delivery, In Transactions File, Engagement Change, Ezipay, In Paywall File, Page Views Bucket, Period, In Content File, Article Page Views Bucket, Age Group, In Prom File, Unique Days Bucket, Income Group, In Listener File, Unique Breadth Bucket, Tenure, Paywall Status, Impressions Bucket, Prom, Top Device, Ad Revenue Bucket, Social Group, Top Content Area, Cookies Bucket, Life Stage Group, Top Locality, Minutes on Site Bucket, Have Email Address, Top Author, Complaints Bucket, and Last Login Date.

| | Page Views | Article Page Views | Unique Days | Cookies | Ad Impressions | Complaints | Minutes on Site | Avg. Price | Last Login | Match Type |
|-----------|------------|--------------------|-------------|---------|----------------|------------|-----------------|------------|------------|------------|
| 123456789 | 228 | 133 | 17 | 1 | \$20.18 | 1,021 | 0 | 1,762 | \$0.00 | 2016-08-20 |
| 123456789 | 120 | 44 | 14 | 1 | \$6.82 | 628 | 0 | 191 | \$0.00 | 2016-08-20 |
| 123456789 | 275 | 114 | 22 | 3 | \$16.56 | 1,641 | 0 | 876 | \$0.00 | 2016-08-20 |
| 123456789 | 88 | 13 | 24 | 3 | \$7.34 | 457 | 0 | 237 | \$0.00 | 2016-08-20 |
| 123456789 | 881 | 272 | 30 | 2 | \$9.37 | 793 | 0 | 4,856 | \$2.82 | 2016-08-20 |
| 123456789 | 291 | 65 | 28 | 3 | \$12.81 | 1,509 | 0 | 500 | \$3.52 | 2016-08-20 |
| 123456789 | 183 | 0 | 1 | 5 | \$0.00 | 0 | 0 | 0 | \$0.00 | 2016-08-20 |
| 123456789 | 777 | 400 | 19 | 12 | \$46.42 | 4,237 | 0 | 3,619 | \$4.90 | 2016-08-20 |
| 123456789 | 112 | 17 | 11 | 1 | \$1.57 | 218 | 0 | 180 | \$0.00 | 2016-08-20 |
| 123456789 | 36 | 3 | 6 | 1 | \$0.27 | 23 | 0 | 11 | \$2.44 | 2016-08-20 |
| 123456789 | 1 | 0 | 1 | 1 | \$0.00 | 0 | 0 | 0 | \$1.38 | 2016-08-20 |
| 123456789 | 5 | 5 | 5 | 1 | \$0.56 | 28 | 0 | 48 | \$0.00 | 2016-08-20 |
| 123456789 | 143 | 37 | 20 | 2 | \$1.36 | 388 | 0 | 489 | \$0.00 | 2016-08-20 |
| 123456789 | 208 | 75 | 21 | 3 | \$10.11 | 1,102 | 0 | 470 | \$0.60 | 2016-08-20 |
| 123456789 | 111 | 56 | 24 | 1 | \$7.23 | 659 | 0 | 558 | \$0.00 | 2016-08-20 |
| 123456789 | 551 | 233 | 25 | 3 | \$32.19 | 2,499 | 0 | 1,878 | \$0.00 | 2016-08-20 |
| 123456789 | 12 | 8 | 6 | 2 | \$0.56 | 85 | 0 | 16 | \$0.00 | 2016-08-20 |
| 123456789 | 219 | 22 | 26 | 3 | \$5.79 | 809 | 0 | 575 | \$0.18 | 2016-08-20 |
| 123456789 | 1,188 | 594 | 27 | 27 | \$84.10 | 7,183 | 0 | 4,745 | \$0.00 | 2016-08-20 |
| 123456789 | 287 | 106 | 18 | 6 | \$4.20 | 476 | 0 | 1,555 | \$0.00 | 2016-08-20 |
| 123456789 | 214 | 86 | 23 | 3 | \$12.37 | 1,757 | 0 | 1,074 | \$5.59 | 2016-08-20 |
| 123456789 | 7 | 3 | 2 | 1 | \$0.53 | 53 | 0 | 19 | \$5.27 | 2016-08-20 |
| 123456789 | 459 | 184 | 28 | 5 | \$10.73 | 1,104 | 0 | 1,380 | \$0.00 | 2016-08-20 |
| 123456789 | 139 | 76 | 18 | 8 | \$5.20 | 601 | 0 | 226 | \$4.59 | 2016-08-20 |
| 123456789 | 240 | 97 | 24 | 1 | \$11.06 | 1,246 | 0 | 1,424 | \$0.00 | 2016-08-20 |
| 123456789 | 210 | 35 | 29 | 1 | \$11.06 | 1,829 | 0 | 914 | \$0.00 | 2016-08-20 |
| 123456789 | 43 | 28 | 12 | 1 | \$2.81 | 265 | 0 | 62 | \$0.00 | 2016-08-20 |
| 123456789 | 32 | 12 | 13 | 1 | \$1.54 | 104 | 0 | 84 | \$0.00 | 2016-08-20 |
| 123456789 | 125 | 71 | 19 | 4 | \$5.55 | 574 | 0 | 200 | \$1.20 | 2016-08-20 |
| 123456789 | 155 | 53 | 9 | 4 | \$7.14 | 772 | 0 | 557 | \$0.00 | 2016-08-20 |
| 123456789 | 9 | 8 | 5 | 2 | \$0.26 | 47 | 0 | 32 | \$0.00 | 2016-08-20 |
| 123456789 | 348 | 68 | 24 | 1 | \$0.00 | 0 | 0 | 1,189 | \$0.00 | 2016-08-20 |
| 123456789 | 74 | 28 | 13 | 2 | \$5.46 | 389 | 0 | 242 | \$0.00 | 2016-08-20 |
| 123456789 | 164 | 148 | 25 | 4 | \$26.26 | 2,573 | 0 | 2,931 | \$0.00 | 2016-08-20 |

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

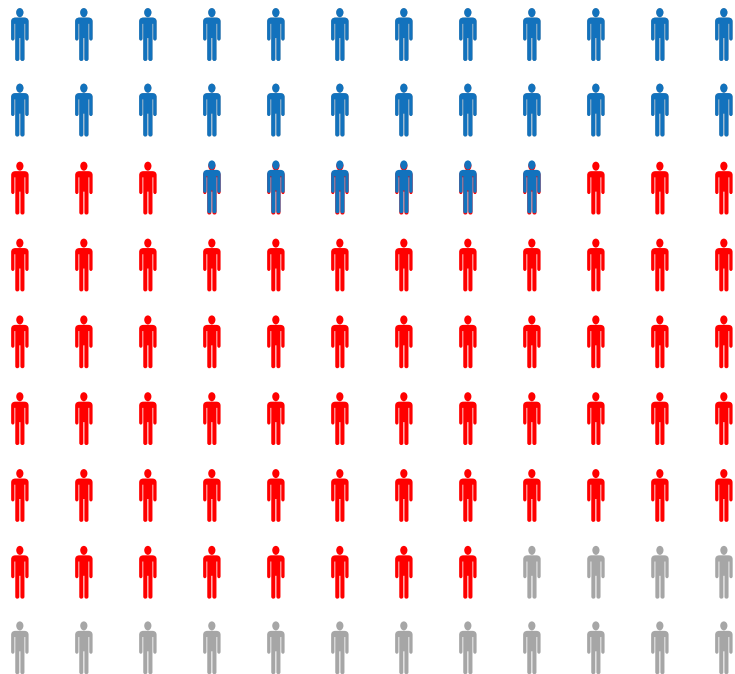
High Ad-Value Customers

Video Viewers

Facebook Likes

Contest Entrants

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

Identifying Anonymous Users



1st Party Cookie ID: 1a7f98b17981a4b05
IP Address: 198.198.198.198

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



John D.
john.d@example.com

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

12345 Main St, Raleigh NC, 27606

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

Identifying Anonymous Users



| 1st Party Cookie ID: 3d4e4413a75c77b6b6b6 IP Address: 76.133.66.200 |
|--|
| 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. |

| Ralph W. ralphw@gmail.com |
|--|
| 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 - 3412 Southwest Catalina Dr, Port St Lucie FL, 34953 |
| 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 |

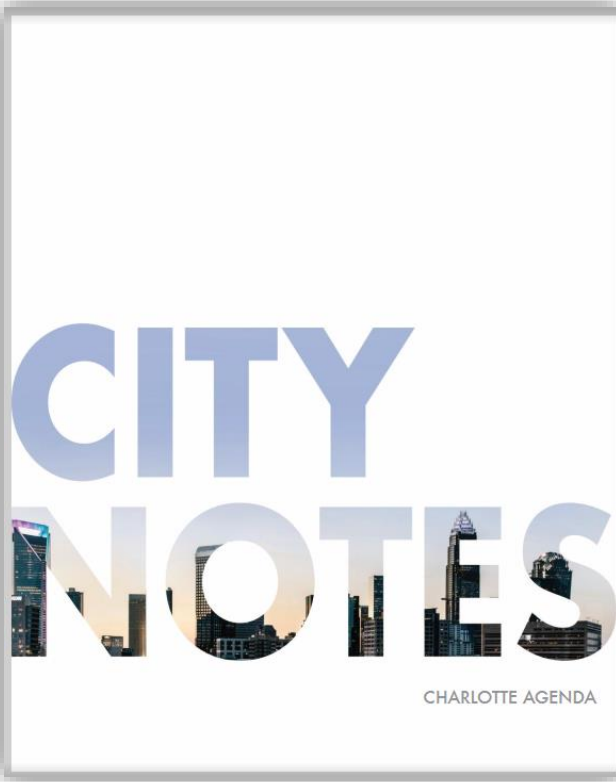
Using The Right Resources - Partners

math^{er}:
VOICE *PORT*
alorica

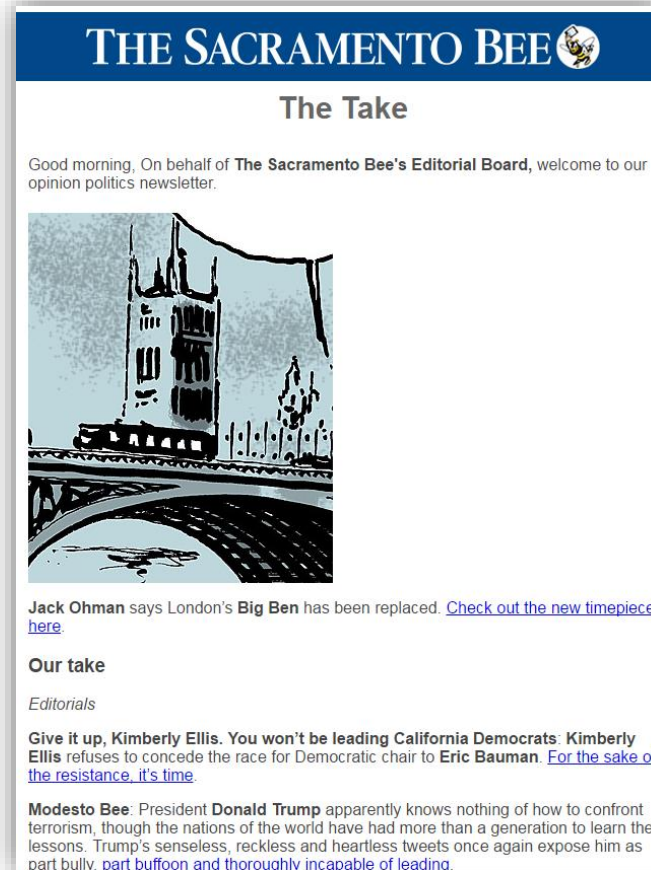


Building Relationships

Printed City Guide Charlotte



Politics e-Newsletter Sacramento



Podcast Biloxi



Building Relationships

THE SACRAMENTO BEE

MONDAY, FEBRUARY 27, 2018

EXTRA

DAILY BONUS eDITION

NEW YORK FASHION WEEK
During the first half of Fashion Week, stars like Danica Brooks walked the runway. Page 25

Trump rewrites GOP playbook in his image

BY MICHAEL J. FORTNEY
Washington Post

WASHINGTON President Donald Trump is rewriting the GOP's playbook on how to govern, and the party's opposition is President Barack Obama's political machine, according to the *Washington Post*.

After pulling a \$1.5 billion tax cut out of the Congress last year, the president has been able to bypass the budget that the House passed, and now he is rewriting the GOP's playbook on how to govern.

The House's economic policy committee is expected to release a report on the president's economic policies, and the report is expected to be a critical look at the president's economic policies. The report is expected to be a critical look at the president's economic policies.

The report is expected to be a critical look at the president's economic policies. The report is expected to be a critical look at the president's economic policies.

SEE TRUMP, PAGE 2

HELLO, FROM EXTRA EXTRA!

Welcome to Extra Extra, a new daily bonus edition of the Sacramento Bee. This is a new daily bonus edition of the Sacramento Bee. This is a new daily bonus edition of the Sacramento Bee.

Beats the best of what comes out in the world's most popular daily bonus edition. Beats the best of what comes out in the world's most popular daily bonus edition.

SEE TRUMP, PAGE 2

the talking and starts that were the last of the holders. Apple's fact-finding process, artificial intelligence to search photos and translate speech logs, and available reality social media any digital image into a list view of your surroundings.

These advances are all about: cameras, microphones, your voice, your eyes and your eyes. Together, they're all working together, they're all working together.

Following blog posts last year

70 MILLION

The number of American who use the iPhone 7, according to the *Washington Post*.

2 HOURS

The length of time it takes to get a new iPhone 7, according to the *Washington Post*.

800 MILLION

The number of American who use the iPhone 7, according to the *Washington Post*.

\$9 BILLION

The number of American who use the iPhone 7, according to the *Washington Post*.

THE POST-TEXT FUTURE IS HERE.

(YEAH, YOU READ THAT RIGHT.)

BY JAMIE KATZ
The New York Times

I make this point: Reading from a screen is going to be the future. It's the future of the future. It's the future of the future. It's the future of the future.

That's the future of the future. That's the future of the future. That's the future of the future.

EXTRA

DAILY BONUS eDITION

YOU HAVE ALREADY APPEARED IN YOUR DAILY PAPER

2018-02-12 12:37:56

[illegible]

NOVEMBER 20, 1994

SPORTSSTATS

WINTER OLYMPICS

MEDALS TABLE

| Rank | Country | Gold | Silver | Bronze | Total |
|------|--------------|------|--------|--------|-------|
| 1 | USA | 10 | 10 | 9 | 29 |
| 2 | Canada | 8 | 6 | 6 | 20 |
| 3 | Germany | 6 | 6 | 5 | 17 |
| 4 | France | 5 | 5 | 4 | 14 |
| 5 | Sweden | 4 | 4 | 3 | 11 |
| 6 | South Korea | 3 | 3 | 3 | 9 |
| 7 | Italy | 3 | 2 | 2 | 7 |
| 8 | Japan | 2 | 2 | 2 | 6 |
| 9 | Unified Team | 2 | 1 | 1 | 4 |
| 10 | China | 1 | 1 | 1 | 3 |
| 11 | Norway | 1 | 1 | 0 | 2 |
| 12 | Belarus | 1 | 0 | 0 | 1 |
| 13 | Finland | 0 | 1 | 1 | 2 |
| 14 | Latvia | 0 | 1 | 0 | 1 |
| 15 | Poland | 0 | 1 | 0 | 1 |
| 16 | Russia | 0 | 1 | 0 | 1 |
| 17 | Slovakia | 0 | 1 | 0 | 1 |
| 18 | Switzerland | 0 | 1 | 0 | 1 |
| 19 | Ukraine | 0 | 1 | 0 | 1 |
| 20 | Yugoslavia | 0 | 1 | 0 | 1 |

SUNDAY'S RESULTS

| Event | Gold | Silver | Bronze |
|-----------------------|------------------------|---------------------------|----------------------------|
| Men's 100m | USA (1:30.0) | Canada (1:30.5) | Germany (1:31.0) |
| Men's 200m | USA (2:00.0) | Canada (2:01.0) | Germany (2:02.0) |
| Men's 400m | USA (4:40.0) | Canada (4:41.0) | Germany (4:42.0) |
| Men's 800m | USA (7:40.0) | Canada (7:41.0) | Germany (7:42.0) |
| Men's 1500m | USA (12:40.0) | Canada (12:41.0) | Germany (12:42.0) |
| Men's 3000m | USA (24:40.0) | Canada (24:41.0) | Germany (24:42.0) |
| Men's 5000m | USA (39:40.0) | Canada (39:41.0) | Germany (39:42.0) |
| Men's 10000m | USA (81:40.0) | Canada (81:41.0) | Germany (81:42.0) |
| Men's 20000m | USA (163:40.0) | Canada (163:41.0) | Germany (163:42.0) |
| Men's 40000m | USA (327:40.0) | Canada (327:41.0) | Germany (327:42.0) |
| Men's 80000m | USA (655:40.0) | Canada (655:41.0) | Germany (655:42.0) |
| Men's 160000m | USA (1311:40.0) | Canada (1311:41.0) | Germany (1311:42.0) |
| Men's 320000m | USA (2623:40.0) | Canada (2623:41.0) | Germany (2623:42.0) |
| Men's 640000m | USA (5247:40.0) | Canada (5247:41.0) | Germany (5247:42.0) |
| Men's 1280000m | USA (10495:40.0) | Canada (10495:41.0) | Germany (10495:42.0) |
| Men's 2560000m | USA (20990:40.0) | Canada (20990:41.0) | Germany (20990:42.0) |
| Men's 5120000m | USA (41980:40.0) | Canada (41980:41.0) | Germany (41980:42.0) |
| Men's 10360000m | USA (83960:40.0) | Canada (83960:41.0) | Germany (83960:42.0) |
| Men's 20720000m | USA (167920:40.0) | Canada (167920:41.0) | Germany (167920:42.0) |
| Men's 41440000m | USA (335840:40.0) | Canada (335840:41.0) | Germany (335840:42.0) |
| Men's 82880000m | USA (671680:40.0) | Canada (671680:41.0) | Germany (671680:42.0) |
| Men's 165760000m | USA (1343360:40.0) | Canada (1343360:41.0) | Germany (1343360:42.0) |
| Men's 331520000m | USA (2686720:40.0) | Canada (2686720:41.0) | Germany (2686720:42.0) |
| Men's 663040000m | USA (5373440:40.0) | Canada (5373440:41.0) | Germany (5373440:42.0) |
| Men's 1326080000m | USA (10746880:40.0) | Canada (10746880:41.0) | Germany (10746880:42.0) |
| Men's 2652160000m | USA (21493760:40.0) | Canada (21493760:41.0) | Germany (21493760:42.0) |
| Men's 5304320000m | USA (42987520:40.0) | Canada (42987520:41.0) | Germany (42987520:42.0) |
| Men's 10608640000m | USA (85975040:40.0) | Canada (85975040:41.0) | Germany (85975040:42.0) |
| Men's 21217280000m | USA (171950080:40.0) | Canada (171950080:41.0) | Germany (171950080:42.0) |
| Men's 42434560000m | USA (343900160:40.0) | Canada (343900160:41.0) | Germany (343900160:42.0) |
| Men's 84869120000m | USA (687800320:40.0) | Canada (687800320:41.0) | Germany (687800320:42.0) |
| Men's 169738240000m | USA (1375600640:40.0) | Canada (1375600640:41.0) | Germany (1375600640:42.0) |
| Men's 339476480000m | USA (2751201280:40.0) | Canada (2751201280:41.0) | Germany (2751201280:42.0) |
| Men's 678952960000m | USA (5502402560:40.0) | Canada (5502402560:41.0) | Germany (5502402560:42.0) |
| Men's 1357905920000m | USA (11004805120:40.0) | Canada (11004805120:41.0) | Germany (11004805120:42.0) |
| Men's 2715811840000m | USA (22009610240:40.0) | Canada (22009610240:41.0) | Germany (22009610240:42.0) |
| Men's 5431623680000m | USA (44019220480:40.0) | Canada (44019220480:41.0) | Germany (44019220480:42.0) |
| Men's 10863247360000m | USA (880384 | | |

Connecting to the Relationships Needs

Ledger-Enquirer

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ation on their Quest for Banner #9.

Offer Details

LEXINGTON HERALD-LEADER

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GET THE Herald-Leader NOW

An illustration of two hands holding a newspaper. The newspaper has the word "NEWS" at the top.

The battle ag
#realnews de

THE TRIBUNE

Fill Up And GO
Gas Card Giveaway

An illustration of a gas station with two pumps and a red car. The text "GAS STATION" is on a sign above the pumps.

**Need the perfect excuse to get out of town for
spring break?**

**Enter today for your chance to win a \$75 gas
card from The Tribune!**

At the heart of what matters.

Building Consumer Relationships - Internal Resources




THE BEE PRESS CLUB
connecting you to exclusive experiences



Building Consumer Relationships – External Resources



Personalized Relationships and the Ultimate UX

Dan Schaub

Corporate Director of Audience Development