

**AlbuquerqueJournal**

**2016 MEGA-CONFERENCE  
AUSTIN, TEXAS**

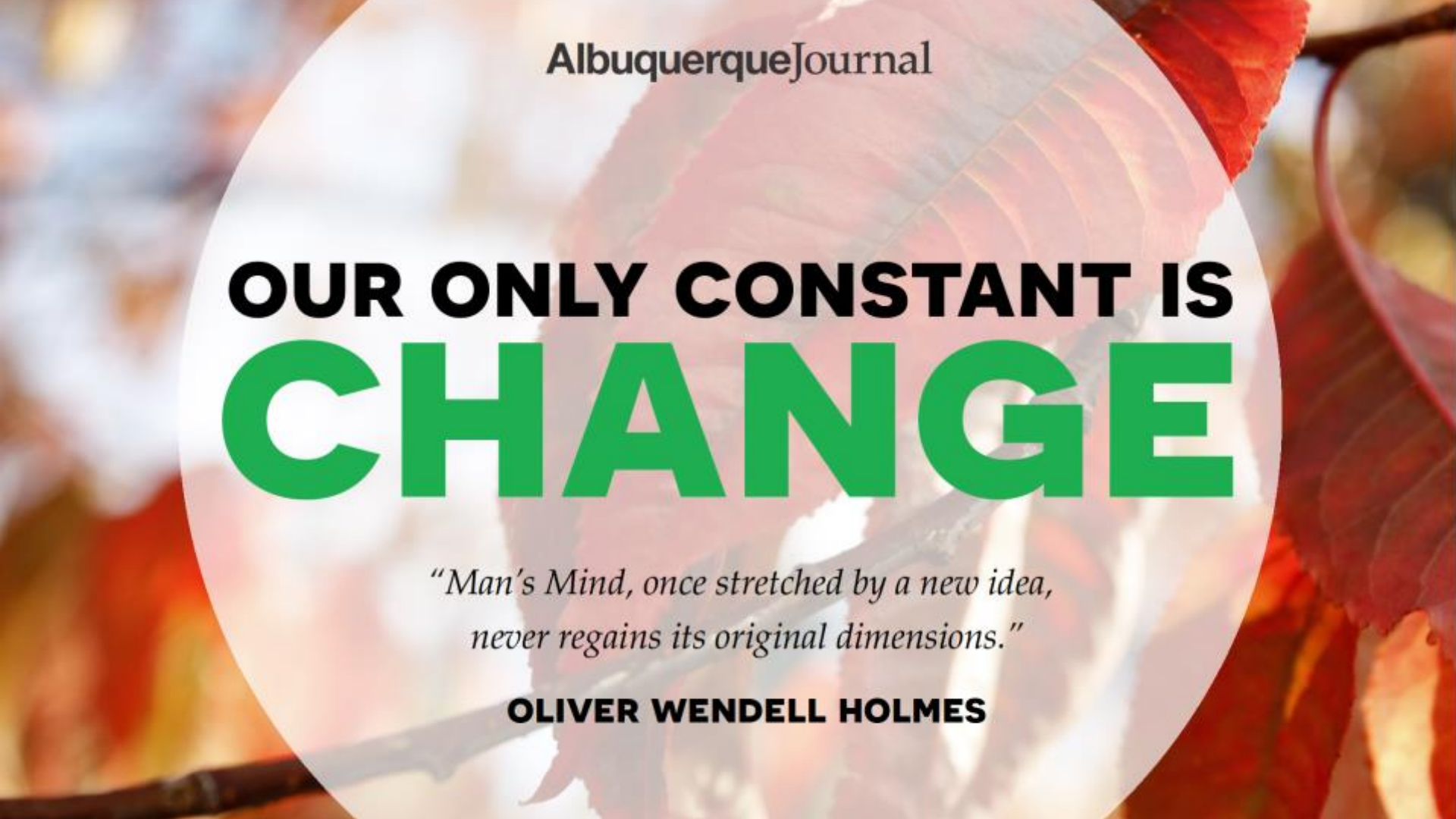
**JOE LEONG**

**ALBUQUERQUE JOURNAL  
VP & CHIEF REVENUE OFFICER**



# **DATA DRIVES CONSUMER REVENUE & LOYALTY**

**USING DATA TO SEE THE FOREST FOR THE TREES**



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**OUR ONLY CONSTANT IS**  
**CHANGE**

*"Man's Mind, once stretched by a new idea,  
never regains its original dimensions."*

**OLIVER WENDELL HOLMES**



# BRIGHT SPOTS

1. audience growth
2. increased revenues
3. decreased expenses
4. improved net income



**4.7%**

**AUDIENCE GROWTH**

- core newspaper
- website - 63,000,000 pageviews in 2015
- mobile - surpassed desktop
- ejournal - the digital replica of the community newspaper





6.8%

**INCREASED  
REVENUES**

- single copy pricing
- premium day pricing
- mather pricing
- rural & mail pricing
- vacation holds

- eliminating racks
- reader rewards (mobile app)
- distribution partnerships
- work smarter

**DECREASED  
EXPENSES**

**8.4%**







**20.2%**



**4 INCREASED  
NET INCOME**

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# LEVERAGING PARTNERSHIPS







**AMR**  
INTEGRATED MARKETING SOLUTIONS

**A Marketing Resource**

acquisition & retention (clm)

- transactional & demographic custom scripts
- 80% prepaid (50% ezpay)
- 10-touch point program (locks in churners & non-pays)
- 52-week retention 14% vs. 60%



**A Marketing Resource**

inbound customer service  
(per month stats)

- payments: 150 vs. 475
- emails: 30 vs. 170
- stop saves: 0 vs. 100
- restarts: 45 vs. 200



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**LEAP**  
media solutions

#### new start acquisition

- licensed demo info for every hh in ndm
- profiled our best subscribers
- 2,000 new subs-\$56 cpo
- 52-week retention - 73%

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**LEAP**  
media solutions

customer lifecycle management

- pre-grace message
- past due reminders
- credit card expires
- sophisticated coordination of activities
- 44% reduction in non-pay stops



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*press* reader™

digital replica - launch html5

- 15% increase in activations
- 11% increase in ejournal subs
- 38% increase in sessions







GET MORE  
FROM YOUR SUBSCRIPTION

**eJOURNAL**

Experience the Journal interactively with the exclusive subscriber benefit.

[abqjournal.com/ejournal](http://abqjournal.com/ejournal)

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ESTABLISHED 1880

Color therapy 3-0 in PWC  
THE SUNDAY JOURNAL  
JUDGES TO DECIDE  
NOT QUINED A CATTLE RANGER  
STILL DIGGING FROM 100-YEAR

eJournal 2016 promotional focus

- printable (page or article)
- smartflow navigation
- instant translation
- zoom features
- audio
- Share via email or social

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RAM



what do you think? improving our products through reader feedback.

- american home (7% to 31% likely to visit)
- sandia hearing aid (9% to 46% contact)
- public opinion polls (syrian refugees, drivers licenses,



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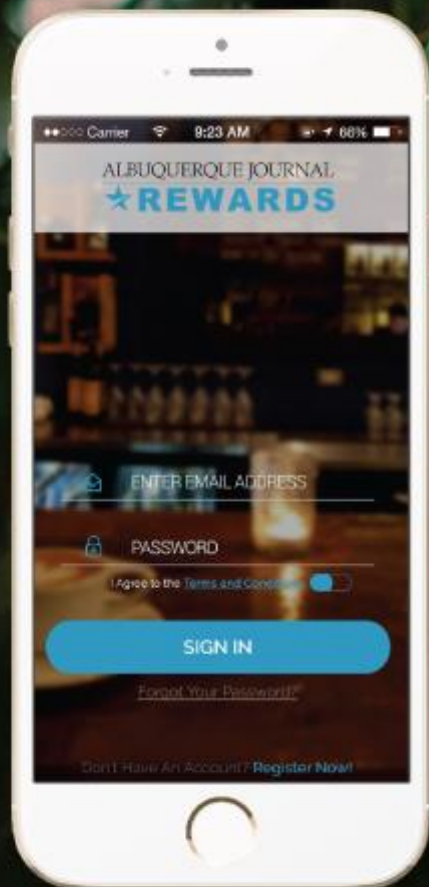


Journal**REWARDS**

subscriber loyalty program

- mobile based app
- over 200 participating locations
- 20% off or bogo
- 10,000 participants
- 34,000 transactions
- \$132,000 in total savings

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# math: economics

## value pricing

- \$1.5 million incremental revenue
- very conservative rules
- control group is < 1% variance
- adding additional pricing







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# FINIS ORIGINE PENDET

*The end depends  
on the beginning*



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**THANK YOU**

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