Using Data To Generate Revenue

Nicki Purcell

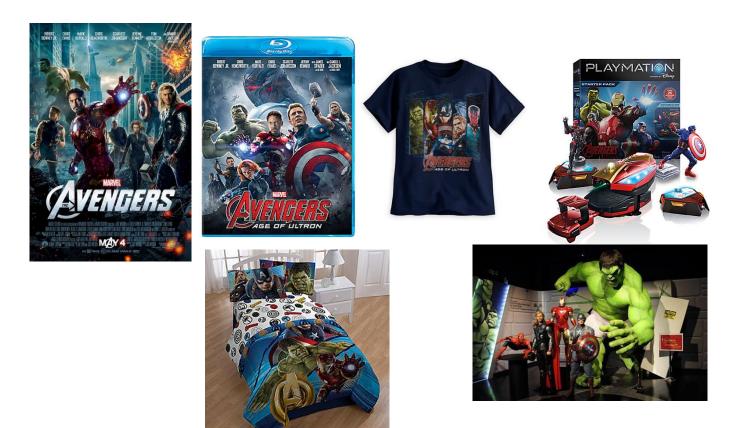
Chief Digital Officer & SVP, Consumer Sales

A. H. Belo Corporation

February 2016



A Disney Example







The Pallas Morning News dallasnews.com

Another Example Close To My Heart



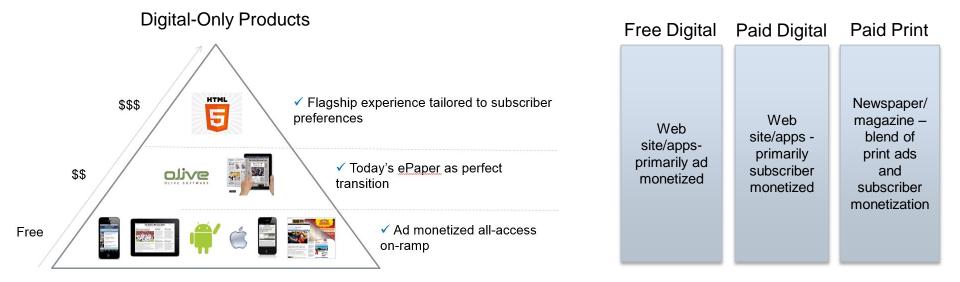
The Pallas Morning News dallasnews.com



Features never before seen custom movie content, behind the scene action, and cast interviews.



Media Co Approach to Product Portfolio





Challenges With These Strategies

Strategic Intent: Increase ARPU – Average Revenue Per User

- The publisher owns both sides of the "win-win" ratio by asking a consumer to increase engagement and asking them to pay to do it
- They assume the audience will consume similar content in a different format
- Content is increasingly becoming a commodity and without a clear differentiator, creating value proposition is difficult
- Some younger cohorts have never and may never pay for content



Example 1

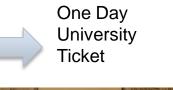
Strategic Intent: Increase ARPU – Different Approach



ePaper Subscriber

Profile: **Age**, 51-75 **HHI**, between \$50k and \$400k **Gender**, 60% Male **Interests**, Shopping for Apparel Retail Store, Buys Clothing with a Retail Store Credit Card

Good Candidate for One Day University







Newsletter Sign Up Advertising Value Per Consumer



Example 2

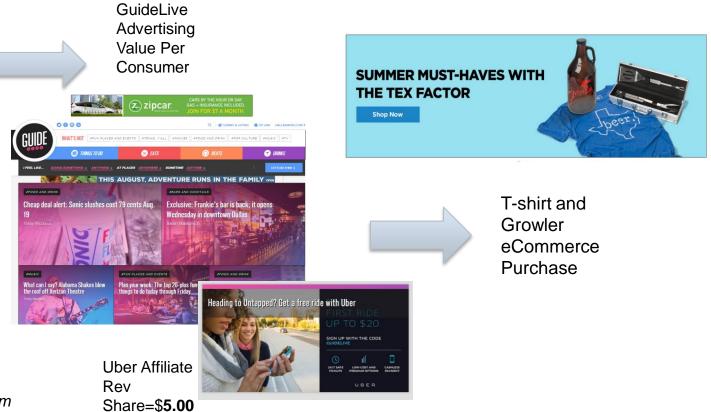
Strategic Intent: Increase ARPU – Different Approach



Untapped Beer Festival Attendee

Profile: Age, 26-45 HHI, between \$60k and \$200k Gender, 59% Male Interests, Digitally Connected, Uses a VISA Card, Shops Online for Apparel

Good Candidate for GuideLive.com



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Example 3

Strategic Intent: Increase ARPU – Different Approach



Teresa loves her dog, Parker, and she fosters one or two rescue dogs every year. She's been involved in a no-kill shelter movement for her city, and she follows blog posts religiously and visits the Pets Page. She even has a Google alert for them! Teresa becomes a DMN Animal Lovers Insider.

- Special badge when she comments on stories
- Exclusive video from dog shows and advice from industry bloggers and trainers
- Monthly newsletter, which includes statistics about the conversation on social media
- Exclusive subscriber discounts at PetsMart



A couple times a year, she gets access to a community leader to discuss animalrescue issues



How We Do This - Product Correlation Matrix

				Dallas Morning									
		Dallas Morning	Denton Record	News						Iphone Android			
Al Dia Tdmn	Briefing Tdmn	News	Chronicle	Newsletters	Epaper Tdmn	Fd House	Fd Luxe	Guidelive All	Ipad Tdmn	Tdmn	Odu	Savor	Untapped
1.00	0.79	0.33	0.74	0.48	0.28	-0.01	0.09	0.46	0.46	0.46	0.16	0.41	0.58
0.79	1.00	0.64	0.83	0.79	0.61	0.47	0.59	0.77	0.79	0.78	0.52	0.71	0.67
0.33	0.64	1.00	0.67	0.91	1.00	0.65	0.80	0.91	0.95	0.95	0.89	0.54	0.21
0.74	0.83	0.67	1.00	0.80	0.64	0.33	0.54	0.78	0.78	0.77	0.59	0.57	0.59
0.44	0.78	0.90	0.79	0.98	0.89	0.74	0.87	0.98	0.98	0.98	0.87	0.76	0.52
0.28	0.61	1.00	0.64	0.90	1.00	0.68	0.82	0.90	0.94	0.94	0.90	0.54	0.19
-0.01	0.47	0.65	0.33	0.71	0.68	1.00	0.88	0.73	0.72	0.72	0.69	0.72	0.33
0.09	0.59	0.80	0.54	0.84	0.82	0.88	1.00	0.85	0.85	0.85	0.84	0.73	0.38
0.46	0.77	0.91	0.78	0.99	0.90	0.73	0.85	1.00	0.98	0.98	0.85	0.76	0.50
0.46	0.79	0.95	0.78	0.99	0.94	0.72	0.85	0.98	1.00	1.00	0.87	0.72	0.45
0.46	0.78	0.95	0.77	0.98	0.94	0.72	0.85	0.98	1.00	1.00	0.87	0.72	0.44
0.16	0.52	0.89	0.59	0.85	0.90	0.69	0.84	0.85	0.87	0.87	1.00	0.61	0.22
0.41	0.71	0.54	0.57	0.75	0.54	0.72	0.73	0.76	0.72	0.72	0.61	1.00	0.70
0.58	0.67	0.21	0.59	0.51	0.19	0.33	0.38	0.50	0.45	0.44	0.22	0.70	1.00
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All products mapped for overlap/correlation, HHI, Age, Gender and Top 3 Interests Sources: 1st party data, Knowledge Based Marketing

Leverage Multiple Data Points for Product Recommendations



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Key Product Assumptions

- Each offering must be different from each other and be clearly articulated
- Each should be differentiated from competitors
- Each must have its own compelling value proposition
- Must collect 1st party data on each product to infuse it into the correlation matrix

Why This Works...

- We use first party data and analytics to serve our consumer what they want, not just what we want
- Faster and multiple paths to monetization
- Serves as the bridge between B2B marketing solutions and publishing services, providing the "how" each leverages each other
- Fuels future investment decisions



Thanks!

