

Using Data To Generate Revenue

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A Disney Example





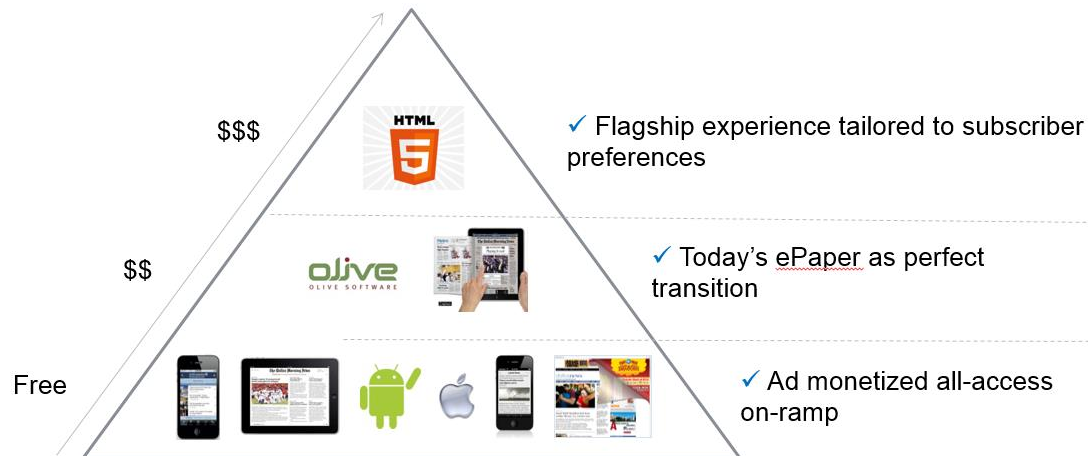
Another Example Close To My Heart



Your next business
smartphone is
a Nokia Lumia

Media Co Approach to Product Portfolio

Digital-Only Products



Free Digital

Web
site/apps -
primarily ad
monetized

Paid Digital

Web
site/apps -
primarily
subscriber
monetized

Paid Print

Newspaper/
magazine –
blend of
print ads
and
subscriber
monetization

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

One Day
University
Ticket



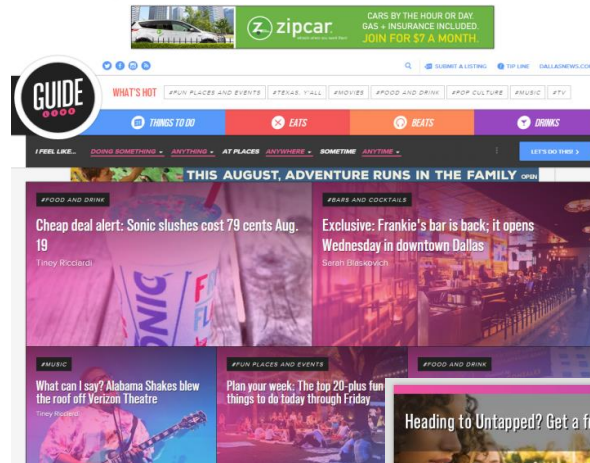
Newsletter Sign Up
Advertising Value Per
Consumer

Example 2

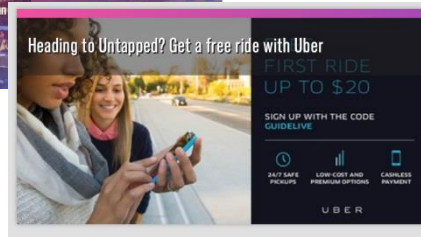
Strategic Intent: Increase ARPU – Different Approach



GuideLive
Advertising
Value Per
Consumer



Uber Affiliate
Rev
Share=\$5.00



T-shirt and
Growler
eCommerce
Purchase

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

Example 3

Strategic Intent: Increase ARPU – Different Approach

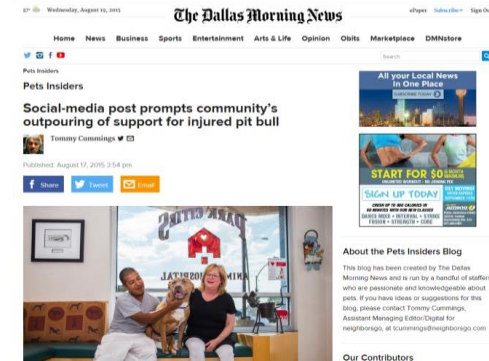


Teresa loves her dog, Parker, and she fosters one or two rescue dogs every year. She's been involved in a no-kill shelter movement for her city, and she follows blog posts religiously and visits the Pets Page. She even has a Google alert for them!



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 animal-rescue issues

How We Do This - Product Correlation Matrix

	Al Dia Tdmn	Briefing Tdmn	Dallas Morning News	Denton Record Chronicle	Dallas Morning News Newsletters	Epaper Tdmn	Fd House	Fd Luxe	Guidelive All	Ipad Tdmn	Iphone Android Tdmn	Odu	Savor	Untapped
Al Dia Tdmn	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
Briefing Tdmn	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
Dallas Morning News	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
Denton Record Chronicle	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
Dallas Morning News Newsletters	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
Epaper Tdmn	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
Fd House	-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
Fd Luxe	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
Guidelive All	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
Ipad Tdmn	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
Iphone/Android Tdmn	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
Odu	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
Savor	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
Untapped	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

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



Consumer Database



Marketing Database



Data Warehouse

Data repository that enables merging multiple sources of data into a structured format supporting analytics, reporting and campaign needs



Content Consumption Patterns



Marketing Campaign Results



Distribution Lists



Social Listening & Replying to Posts



Subscriber Data



Spatial Mapping for Drive Time Trade Areas



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

Q&A

Thanks!