



Increase Obituary Revenues Quickly with *Memoriams*

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Adpay, an ancestry company

September 15, 2016

Newspapers and Obituaries

This is a \$500 million dollar business.

- Key source of audience, content and revenue
- Funeral directors cite #1 challenge is placing Obituaries in multiple markets
- Newspaper Obituaries declined 4% in 2014*
- The average cost of an Obituary is \$160
- Memoriams average cost of an Obituary increases to \$250

* Legacy.com 2014

The Business of Funerals


Funeral directors are in business to make money.

- Median cost of a funeral in 2014 was \$7181*
- Median cost of a cremation in 2014 was \$3920*
- Funeral expenses have increased on average by 27% since 2004
- Time is money for funeral directors

*NFDA October 2015

Why Memoriams Makes a Difference

Meets the needs of newspapers and funeral homes alike.

- Average local revenues increase by 30%
- Only nationwide solution for Obituary placement in over 2900 newspapers
- No cost to newspapers or their funeral homes
- Seamless integration with your local Obituary search platform
- Creates operational efficiencies for all
- Selected by the Local Media Consortium because of the power of the Network
- Recently acquired by 

Funeral Industry is Choosing Memoriams

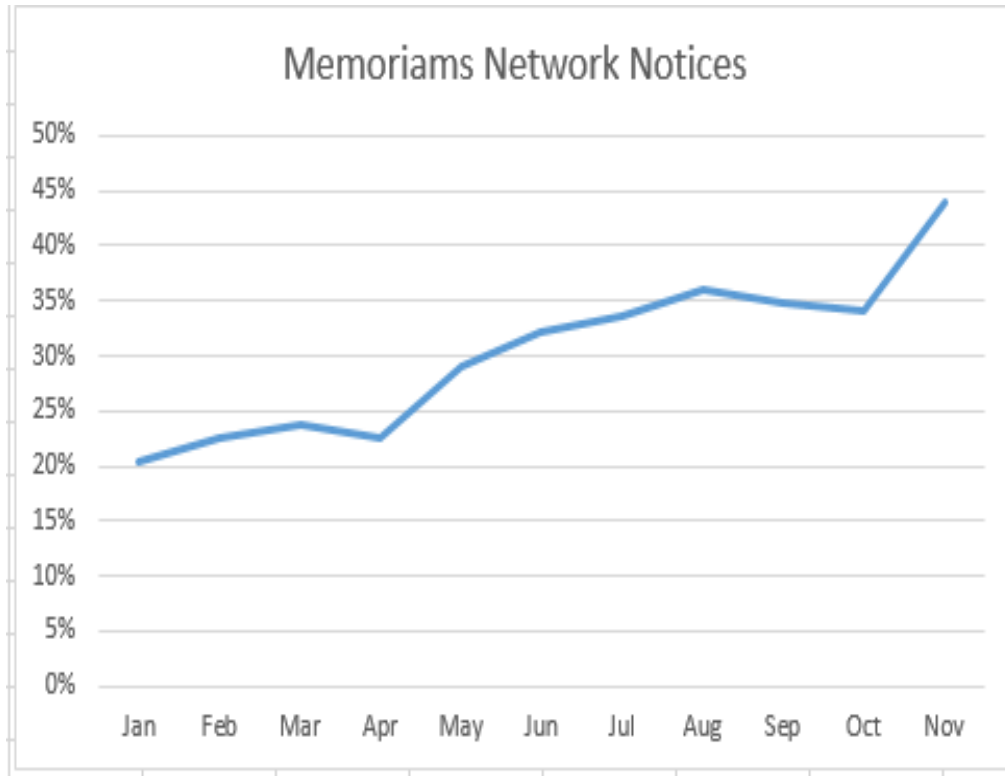
Batesville and Consolidated Funeral Homes (CFS) management software solutions are now integrated with Memoriams.

- #1 and #2 providers in the space
- Exclusive integration allows one-click copy of Obituaries into newspapers
- Funeral directors value the nationwide Network
- Eliminates multiple entries of decedent's data



Memoriams

Memoriams Reverses Downward Trends



- 58% Network notice placement*
- Increasing Obituaries to newspapers
- Positive impact on industry declines
- Funeral directors easily place in multiple markets

*Memoriams Reporting, September 2016

Newspaper Benefits

Make more money. On average 30% more.

- Eliminates vendor fees, revenue shares and credit card costs
- Reduces internal resources and expenses
- Custom upsells for virtually anything
- Increases funeral home partner satisfaction
- Eradicates errors and make-goods
- Increases opportunity to receive out-of-area Obituaries
- Seven-day-a-week Memoriams support

The image displays two screenshots of the Memoriams.com website. The top screenshot shows the 'Obituary for Joan Rivers' page, which includes a form for entering obituary details (First Name, Last Name, Date of Birth, Date of Death, City of Residence, State of Residence, and Survived By) and a preview of the obituary text. The bottom screenshot shows the 'Place a New Obituary' page, which includes a form for selecting a funeral home, current newspaper, and category, as well as a list of favorite newspapers and a section for optional icons (Cross, American Flag, Flower, Star) with their respective prices.

Funeral Director Benefits

- Solves directors' #1 concern: out-of-area placement
- No back-and-forth proofing and rating
- Real-time paginated preview
- Order history and reporting
- Funeral home-specific accounts, with their logos
- Loyalty Program
- Local market invoicing and credit card payment options

The screenshot shows the Memoriams.com website interface. At the top, there's a navigation bar with links like Home, Place a New Obituary, Order History, and a user account section for Deborah. The main heading is "Obituary for Joan Rivers". Below this, there are tabs for "Start Your Notice", "Notice Content", and "More Options". The "More Options" tab is active, showing "Additional Obituary Options".

Under "Additional Obituary Options", there are three main sections:

- One-Year Guestbook:** Includes a preview of a guestbook and a price of \$59.98.
- Permanent Guestbook:** Includes a preview of a permanent guestbook and a price of \$159.98.
- PayMount:** Includes a preview of a paymount and a price of \$50.00.

Below these, there are checkboxes for "Color Photo" (\$50.00) and "Additional Copies" (\$4.00). A "Total Price: \$493.98" is displayed at the bottom right, with a "View Package" link.

On the right side, there's a preview of the obituary for "Shirley Temple Black" from the "Adpay Times". It includes a photo and text about her passing.

The screenshot shows the "Cart" page. At the top, there's a message: "You're almost finished. Your notice won't be submitted for print until you select a payment method and follow the instructions on the page." Below this is an "Order Summary" section with instructions on how to submit, view, edit, or delete an obituary.

Paper Name	Deceased's Name	Funeral Home	Start Date	End Date	Price
Adpay Times	Shirley Temple Black	Glenview Funerals	1/24/2015	1/31/2015	\$493.98
The Star Democrat	Joan Rivers	Glenview Funerals	1/23/2015	1/23/2015	\$35.00
Akron Beacon Journal	Joan Rivers	Glenview Funerals	1/22/2015	1/22/2015	\$232.79
					Sub Total: \$761.77
					Processing Fee: \$6.70
					Order Total: \$768.47

At the bottom, there's a button to "Add to Another Paper" and a "Submit to Cart" button.

Memoriams Inspires Passion!

“

It's a wonderful and easy way to do obituaries.
Whoever thought of the idea - I want to kiss them.

”



Mary Rose Dunn, Funeral Director
Florida Cremation Society, Ocala, FL

“

I cannot tell you all how much I appreciate the time that it saves to submit obituaries through your website. Getting the cost and proof, right in the moment, is such a great resource and service to our families! Thank you!

”



Nicole Alemy, Funeral Director
Johnson's Funeral Home, San Angelo, TX

“

Memoriams has made my job as a funeral director easier. I no longer spend hours contacting out-of-state newspapers to post obituaries. I can now say with confidence to a family, 'I'll take care of all the obituaries for you.'

”



Kyle R. Pete, Funeral Director
Memphis Funeral Home, Memphis, TN

Why Charge for Obituaries?

75% of newspapers charge for Obituaries.*

- If you offer free Obituaries keep them short, with word limits
- Longer Obituaries tell a more interesting life story
- Details are compelling and readers love them
- Content = readership and service to the community
- Paid Obituaries = more money. Pure Win/Win

* National Newspaper Association, February, 2015

A Chance to Change the Rules

It worked for the Frederick News-Post. They streamlined operations, increased local revenues by 23% and grew out-of-area placements by 12%.

Obituaries are life stories. Stop restricting content. Memoriams can manage styles.

- Allow nicknames
- Let them talk about their beloved pets
- Offer multiple photos with captions
- Increase customization options
- Be less concerned about approvals and encourage longer celebrations of life

Some People Want the Last Word

An interesting trend. Obituaries written by the deceased.

This from a 96-year-old woman who wrote her own Obituary in the first person:*

“I, Joan Burns, was born in Holland, 5 minutes from the palace. I outlived three husbands including the love of my life, Bob Burns.

... “I’ve been called a ‘Fun Girl,’ ‘Babe,’ ‘A Hoot’ and a ‘Pain in the Ass.’

“No calling hours, no funeral, no memorial service, no crap. I am sending my body to OU—my last chance to go to college.

“Goodbye world; see you in the hereafter—wherever that may be.”

* Akron Beacon Journal, Akron, OH

Is Memoriams Working?

You bet it is.

The Schurz Communications Story



“Bullets before cannonballs.”

Initial success at two properties prompted full corporate deployment based on three strategic goals:

- Increase revenue
- Streamline workflow with the best digital self-serve
- Strengthen relationships with their funeral directors

“Memoriams let us capitalize on opportunity and execute quickly.”

-Kerry Oslund, former SVP, Schurz Communications

Goal 1: Increase Revenue



Pre-launch consultation compared pricing strategies and product positioning for each market.

Results:

Newspaper	Location	Revenue Growth
The Advocate Messenger*	Dansville, KY	30%
American News	Aberdeen, SD	24%
Daily American	Somerset, PA	158%
The Herald-Mail	Hagerstown, MD	45%
Northern Michigan Group	Michigan	93%
South Bend Tribune	South Bend, IN	12%

*Now a Boone Newspapers property



Memoriams

Goal 2: Operational Efficiencies



*“Implementing Memoriams has been a very positive experience. Our revenue per order is up 45% and our process has been made so much simpler. Adpay is very easy to work with. This has **saved us a lot of time and resources locally.**”*

– **Michael Callahan**, Controller, Herald-Mail Company, Hagerstown, MD

Goal 3: Strengthen Funeral Home Relationships



*“Memoriams **saves on time and stress**. I no longer panic when I have a family request the obit in 5 papers. It's also impressive how good the customer service is.”*

– **Jessica Lambert**, Schurz Market Funeral Director

*“Using Memoriams eliminates the need to estimate obituary costs, and subsequently saves us time by eliminating the need to amend contracts later. We also like the added feature of being able to place many of our **out-of-town obits concurrently with our local ones**.”*

– **Dick Koschnick**, Schurz Market Funeral Director

Memoriams Success in Dallas



- 40% revenue increase per local order
- 17% volume lift from Network Obituaries
- Funeral directors chose Memoriams hands-down over prior input tool



“

Memoriams has significantly impacted our obituary business this past year. We've seen consistent YOY growth in revenue...most of all, this solution has made our funeral directors extremely happy since it's now easier to do business with us.

”

Michael Mayer, General Manager
The Dallas Morning News, DMNmedia

The Daily Journal



- 84% revenue increase per local order
- Expanded to add all their weekly properties

“We are thrilled with our decision to use Memoriams. More revenue and less manpower is a no-brainer for us internally, and saving time for our Funeral Directors by enabling them to place multiple Obituaries at once is the kind of service we love to provide.

And, the customer service both to us and our customers is unparalleled. Thanks, Memoriams!”

- Ashley Elkins, Marketing Agency Director, Daily Journal, Tupelo, MS

Journal Media Group by the Numbers

(Now Gannett)

- 38% revenue increases across the group
- 75% adoption rate by funeral homes, with some markets as high as 90-100%
- \$107,000 in 2015 Network revenues; 2016 on pace for significantly more
- Free Obituaries must go through Memoriams

“Our transition to Memoriams has been very positive. Revenue, ad volume and order size have all increased! Funeral director partners are pleased with the platform’s ease-of-use, seven-day-a-week customer support and the newspaper network. The Adpay team is great!”

-Sherri Propis, Senior Director Sales Operations, Gannett

These Steps Ensure Success


- Commit to the solution--Memoriams is easier than writing an e-mail
- Add a service fee in the Call Center to encourage self-serve adoption
- Make sure Memoriams is able to provide training to all
- Keep packages simple, and ask for your funeral directors' input
- Define a transition date

Choice of the Local Media Consortium

Memoriams is the LMC's endorsed strategy—and it's working.

- Single market tools will not grow this category
- Single market tools will not help your funeral directors
- Builds a nationwide Network
- Only solution that solves funeral homes' #1 challenge with newspapers
- The Network strategy raises revenues for all

Additional Memoriams Benefits

- Full reporting suite for your paper and your funeral homes
- Custom training programs
- Front end integrations, e-mail and/or PDF delivery
- Photo toning and sizing
- Funeral home Loyalty Program
- Quarterly reviews and data analysis to identify opportunity
- Consultative approach to best practices
- Exciting new opportunities from 

It's Easy to Get Started

Memoriams is available at NO COST to your paper.
We ask you to commit to best practices.

Memoriams cements your position as *the* local Obituary source.
Stop by the Adpay booth to explore your needs today.

- Agreement
- Market deep-dive
- Project plan
- Testing
- Training
- Go Live

To Learn More

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*Memoríams*TM

“An Obituary is forever, but it shouldn’t take that long to place one.”