

**AlbuquerqueJournal**

**2016 MEGA-CONFERENCE  
AUSTIN, TEXAS**

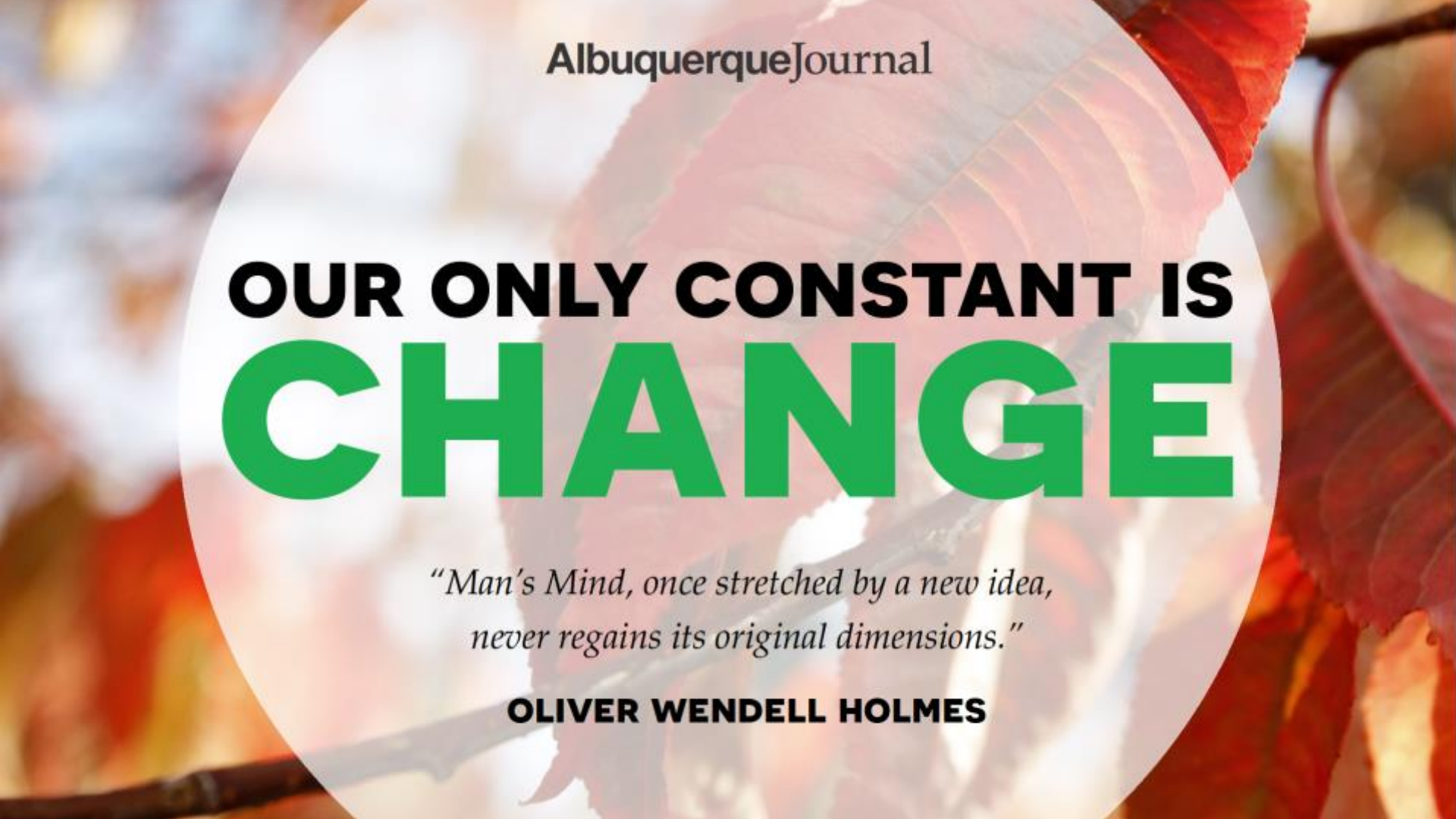
**JOE LEONG**

**ALBUQUERQUE JOURNAL  
VP & CHIEF REVENUE OFFICER**



# **DATA DRIVES CONSUMER REVENUE & LOYALTY**

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



AlbuquerqueJournal

**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



The background is a photograph of a forest with tall, thin trees and green foliage. Overlaid on this are large, semi-transparent green geometric shapes: a triangle on the left and a large number '2' on the right. The text is white and bold, contrasting with the dark green and black areas.

# 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**

AlbuquerqueJournal

# 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%



**AMR**  
INTEGRATED MARKETING SOLUTIONS

**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



AlbuquerqueJournal



**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%

AlbuquerqueJournal



**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





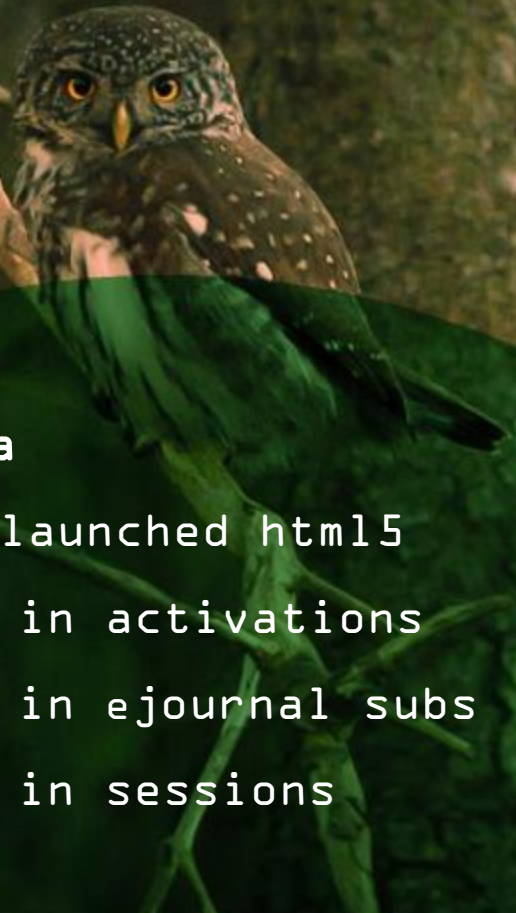
AlbuquerqueJournal



*press* reader™

digital replica

- 1<sup>st</sup> in US to launched 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)

**AlbuquerqueJournal**

ESTABLISHED 1880

THE SUNDAY JOURNAL

Color therapy 3-0 in PWC

Judge to decide

NOT QUINED A CATTLE RANGER FROM 100-YEAR-OLD

eJournal 2016 promotional focus

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



RAM



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,



A

# WANTED:

## 29 PEOPLE TO EVALUATE THE NEW 100% INVISIBLE HEARING AID

We need YOU to evaluate Miniscopic hearing aids from NuEar. Designed to fit deep in the ear, they are designed as **100% invisible\*** to everyone except you. Call us for a demonstration and **FREE Hearing Evaluation**, and you could qualify for tremendous savings.

We will perform a **FREE Hearing Consultation** for ALL callers, and then choose 29 qualified candidates for this program. Be sure to bring someone whose voice is familiar to you.

### ARE YOU A CANDIDATE? FIND OUT AT OUR FREE HEARING HEALTHCARE EVENT!

November 17th, 18th and 19th  
Tuesday, Wednesday and Thursday



**Sandia Hearing Aid Center**  
3301 Menaul Blvd., NE  
Albuquerque, NM 87107  
Ph. 505-465-4166

**Sandia Hearing Aid Center**  
Cottonwood Mall (Lower Level)  
Albuquerque, NM 87107  
Ph. 505-832-3638

**\$500 OFF**



**Federal Employee Program**

**Sandia Hearing Aid Center**  
www.sandiahearingaid.com

Name: \_\_\_\_\_  
Address: \_\_\_\_\_  
City: \_\_\_\_\_  
State: \_\_\_\_\_  
Zip: \_\_\_\_\_

**Lovedace Health Plan**

Print Name: \_\_\_\_\_  
Employee ID: \_\_\_\_\_  
Employer: \_\_\_\_\_

Signature: \_\_\_\_\_  
Date: \_\_\_\_\_

Receive \$500 OFF any NuEar  
SDSII Premier Hearing Aid

B

# WANTED:

## 29 People to evaluate the new Virtually Invisible Hearing Aid

We need YOU to evaluate Miniscopic hearing aids from NuEar. Designed to fit deep in the ear, they are designed as **virtually invisible\***

Call us for a demonstration and **FREE Hearing Evaluation**, and you could qualify for tremendous savings.

We will perform a **FREE Hearing Consultation** for ALL callers, and then choose 29 qualified candidates for this program. Be sure to bring someone whose voice is familiar to you.

### ARE YOU A CANDIDATE? FIND OUT AT OUR FREE HEARING HEALTHCARE EVENT!

November 17th, 18th and 19th  
Tuesday, Wednesday and Thursday



**Sandia Hearing Aid Center**  
3301 Menaul Blvd., NE  
Albuquerque, NM 87107  
505-465-4166



**Sandia Hearing Aid Center**  
Cottonwood Mall  
(Lower Level)  
Albuquerque, NM 87107  
505-832-3638

#### Federal Employee Program

**Sandia Hearing Aid Center**  
www.sandiahearingaid.com

Name: \_\_\_\_\_  
Address: \_\_\_\_\_  
City: \_\_\_\_\_  
State: \_\_\_\_\_  
Zip: \_\_\_\_\_

**Lovedace Health Plan**

Print Name: \_\_\_\_\_  
Employee ID: \_\_\_\_\_  
Employer: \_\_\_\_\_

Signature: \_\_\_\_\_  
Date: \_\_\_\_\_

**\$500 OFF**

Receive \$500 OFF any NuEar  
SDSII Premier Hearing Aid

AlbuquerqueJournal



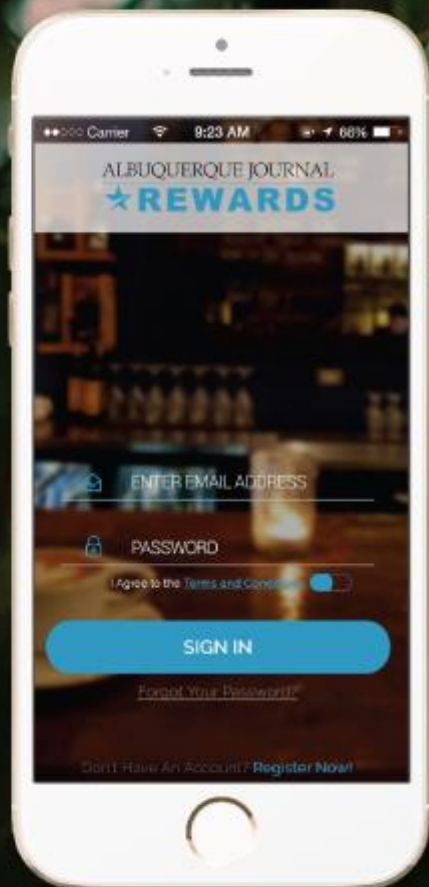
Journal**REWARDS**

subscriber loyalty program

- mobile based app
- over 200 participating locations
- 20% off or bogo
- 34,000 transactions
- \$132,000 in total savings
- 16% lift in retention for



# Albuquerque Journal





# math: economics

value pricing

- \$1.5 million incremental revenue
- very conservative rules
- detailed weekly reporting
- control group is < 1% variance







## SO WHAT NOW?

- ABQJ can focus on our core competencies and provide these outsourced auxiliary services with excellence
- huge opportunity for mining all this data





AlbuquerqueJournal

# FINIS ORIGINE PENDET

*The end depends  
on the beginning*





**AlbuquerqueJournal**

**THANK YOU**

Joe Leong  
VP & Chief Revenue Officer  
**AlbuquerqueJournal**  
jleong@abqjournal.com  
(505) 823-3310