

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**

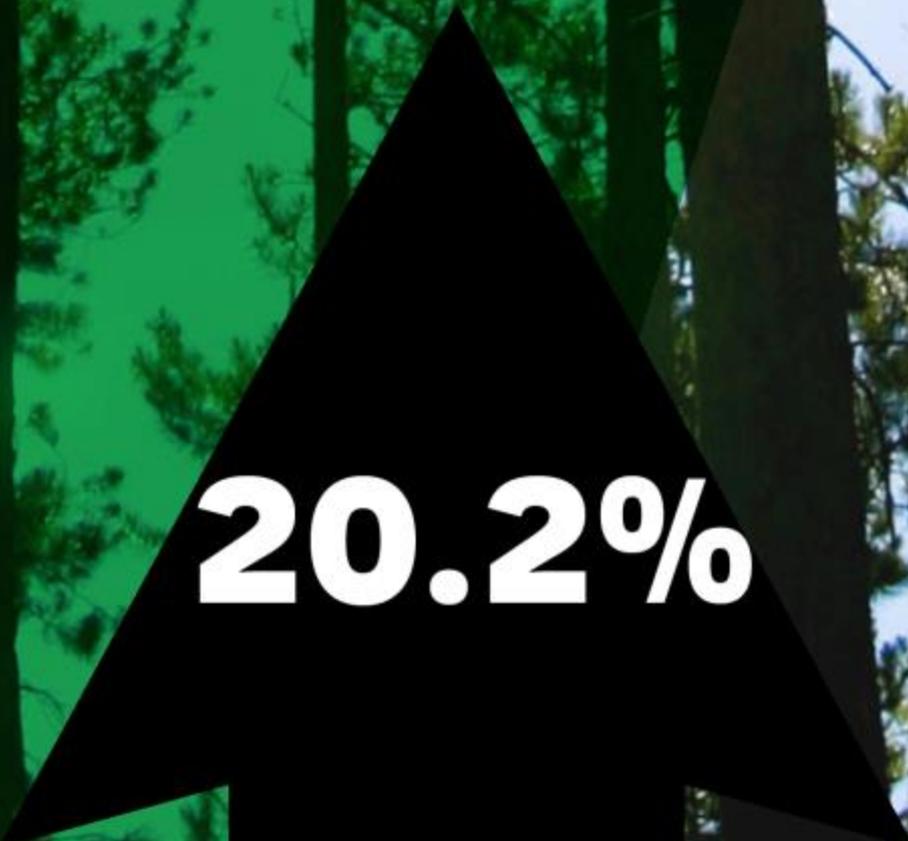
- single copy pricing
- premium day pricing
- mather pricing
- rural & mail pricing
- vacation holds

- 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%



**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

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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%





**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

- 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 this exclusive subscriber benefit.

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

**ESTABLISHED 1880**

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The graphic features a laptop keyboard on the left, a tablet in the center displaying a newspaper page with the headline "STILL DIGGING FROM 100-YEAR-OLD", and a newspaper on the right with the headline "3-0 in PWC".

### eJournal 2016 promotional focus

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





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 Centers  
www.ahc.org/nr




Name: \_\_\_\_\_  
 Address: \_\_\_\_\_  
 Phone: \_\_\_\_\_  
 Email: \_\_\_\_\_  
 Date: \_\_\_\_\_

I am a Federal Employee  
 I am a Veteran  
 I am a Medicare Beneficiary  
 I am a Medicaid Beneficiary  
 I am a Low Income Individual

I am interested in hearing aids  
 I am interested in hearing evaluations  
 I am interested in hearing consultations  
 I am interested in hearing evaluations and hearing consultations

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Receive \$500 OFF any NuEar  
SDSII Premier Hearing Aid

B

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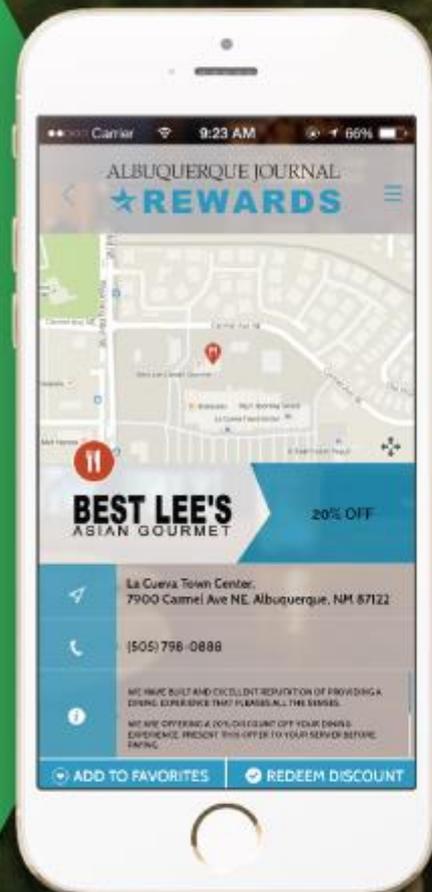
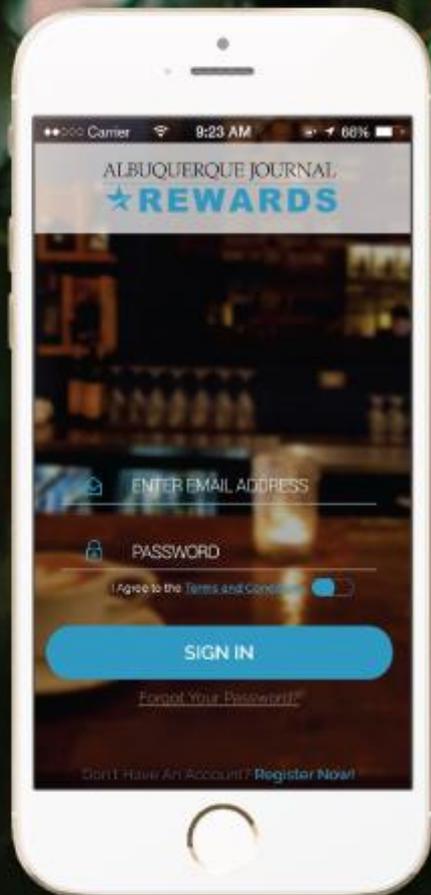


JournalREWARDS

- 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



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# mather: economics

value pricing

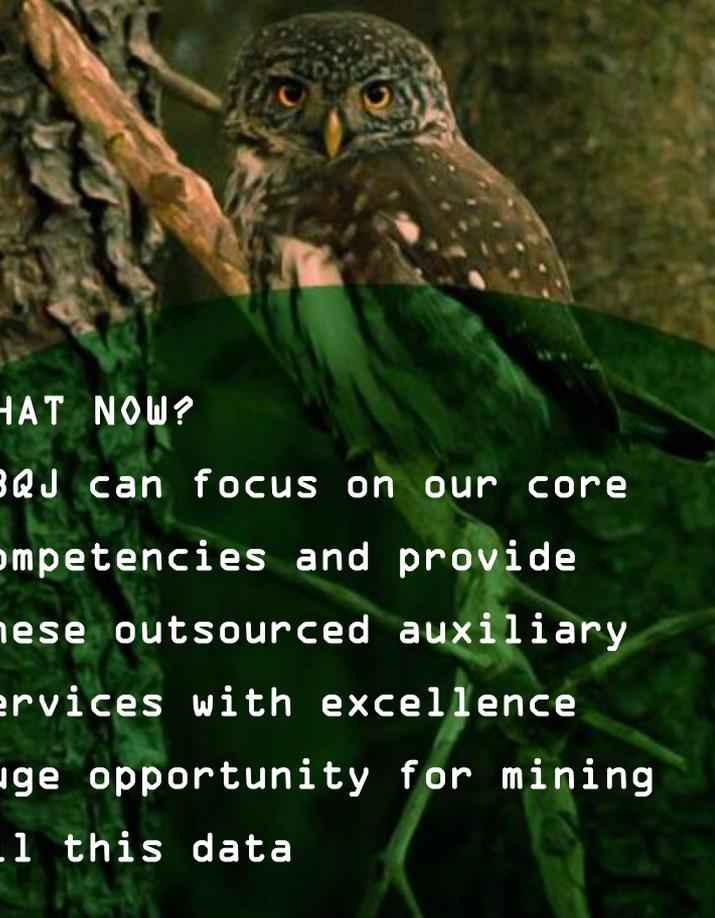
- \$1.5 million incremental revenue
- very conservative rules
- detailed weekly reporting
- control group is < 1% variance





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



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# FINIS ORIGINE PENDET

*The end depends  
on the beginning*



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**THANK YOU**

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