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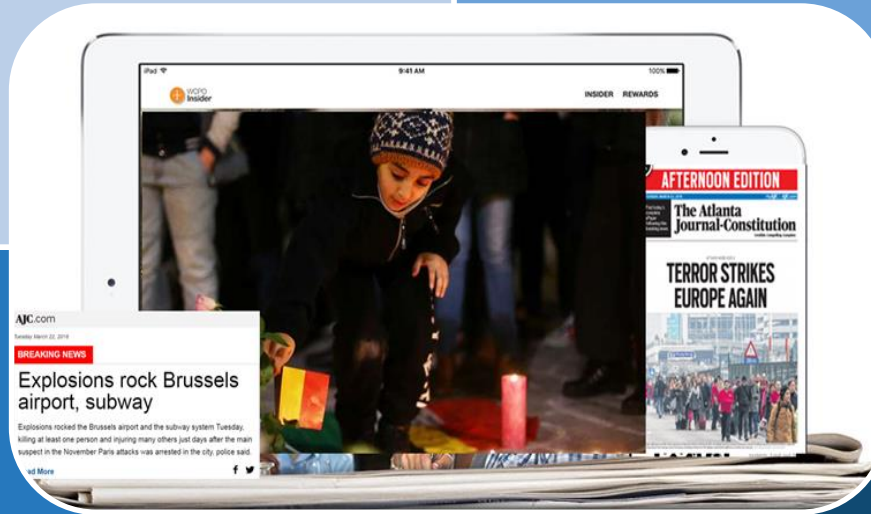
EMAIL DRIVEN ENGAGEMENT

Laura Inman Nolan- Sr. Dir of Audience Engagement,
CMG Newspaper Shared Services Lead

Engagement Creates Value

Foundation of
Digital Business

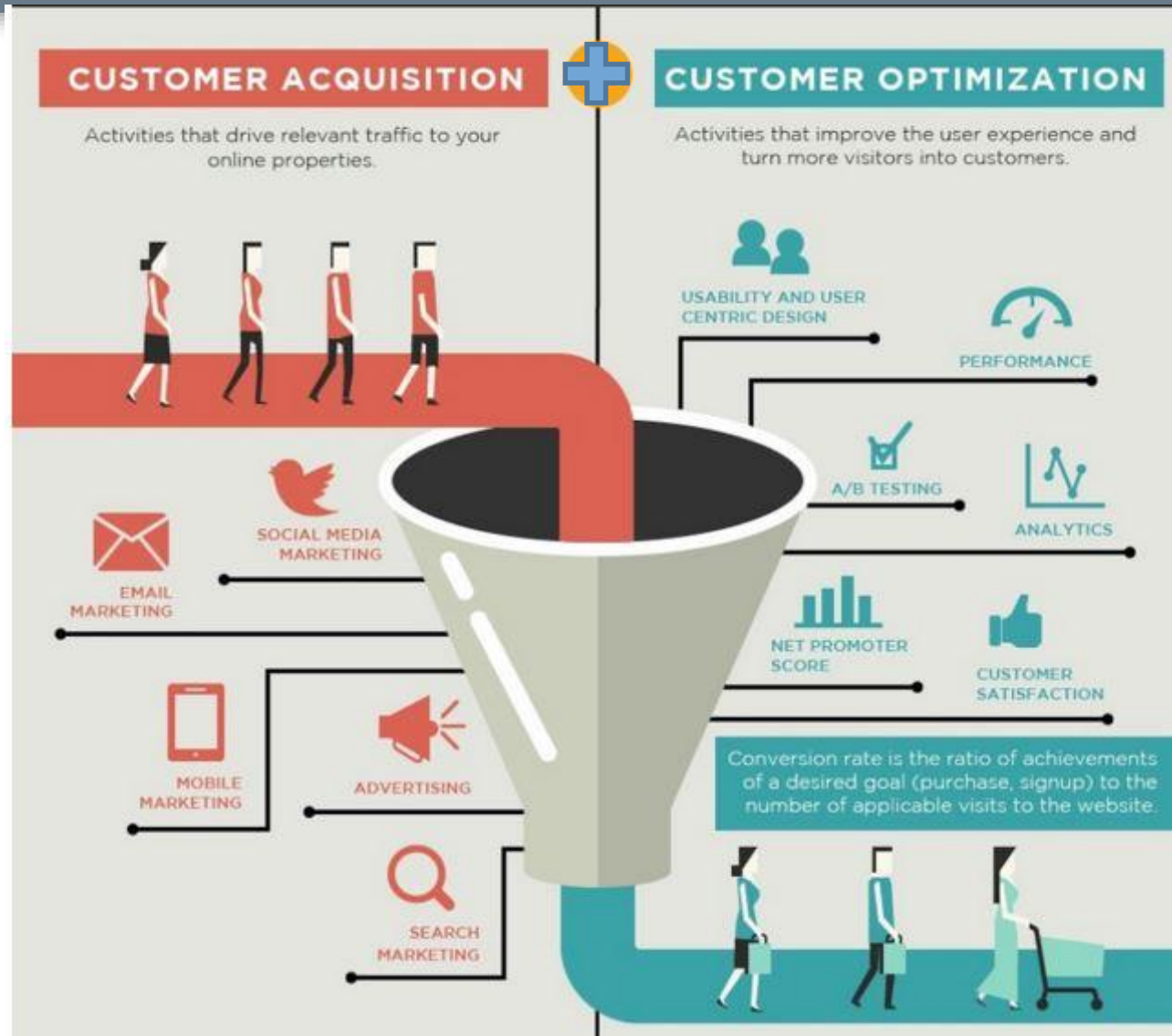
Pricing Power
17%↑ among engaged
subscribers



3x Subscriber
Retention Driver

Digital First Culture

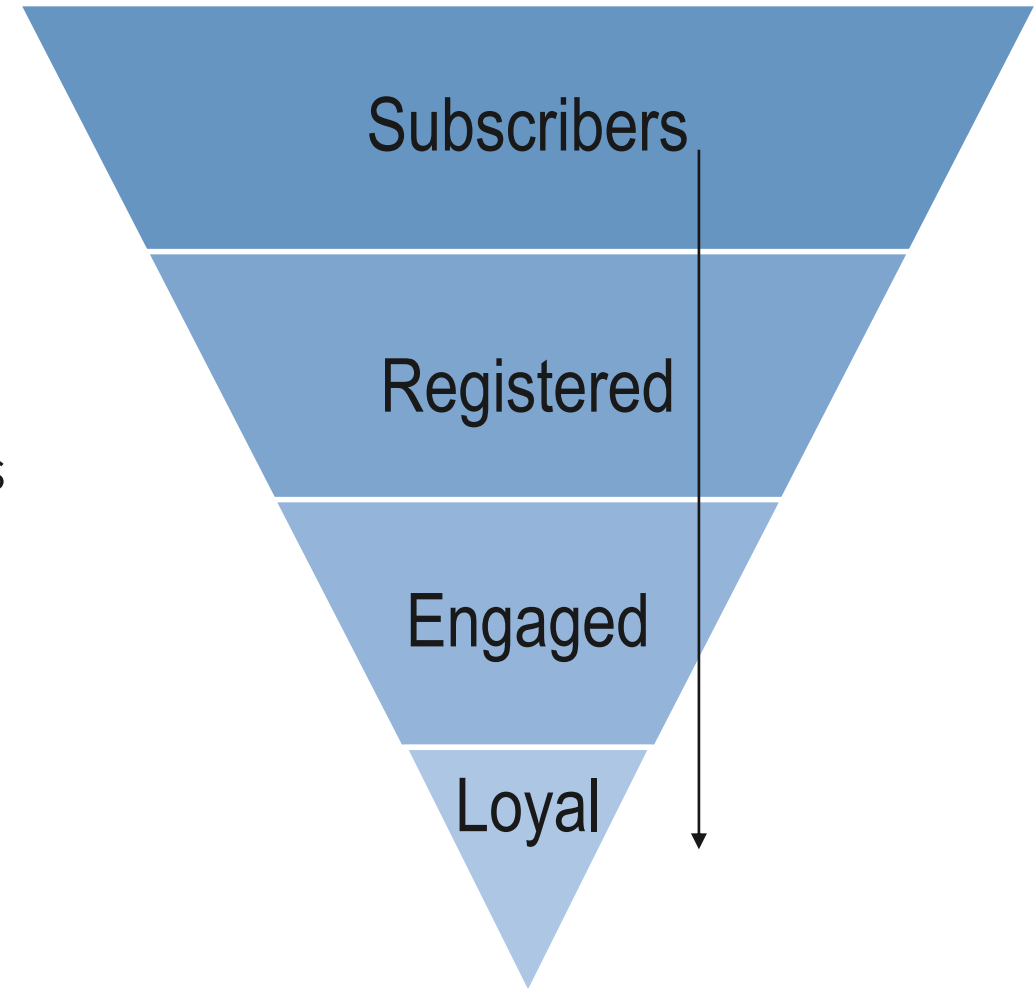
CMG Engagement Team Focus



CMG Newspaper Markets:
Atlanta Journal-Constitution, Georgia
Austin American Statesman, Texas
Dayton Daily News, Ohio
Palm Beach Post, Florida

CMG's Engagement Journey

- **4 Market Results** (May 2016)
 - 475K Subscribers (print + digital only)
 - 58% (274K) Registered Subscribers
 - 38% (181K/ 66% REG) Engaged Subscribers
 - 15% (69K/ 38% ENG) Loyal Subscribers
 - 52M+ emails sent to customers since 2014
 - 42 automated email journeys – 100+ touchpoints

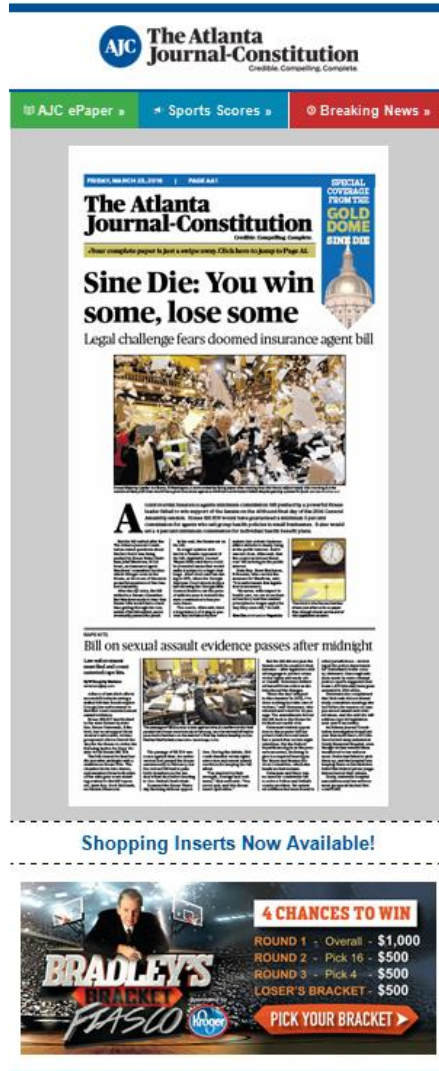


Email is Powerful

- CMG Newspapers grew digital engagement by **70%** since January 2014
- A multi-market team of 5 email professionals strategize, implement, evaluate and optimize emails on a daily basis



Become part of your customer's routine



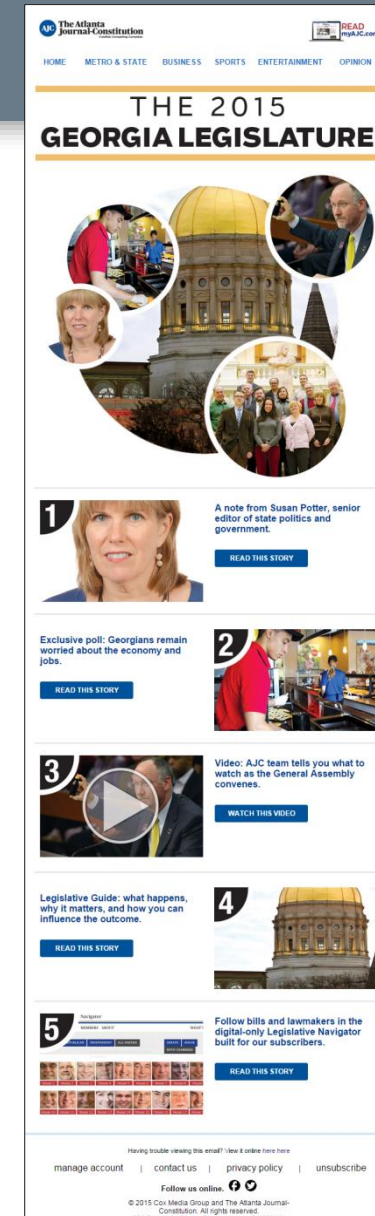
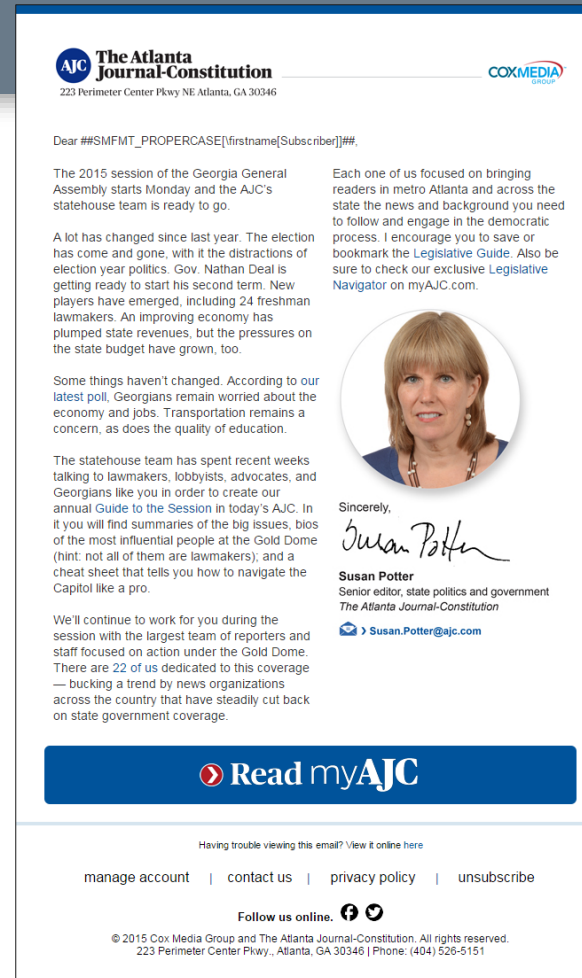
- Identify a habit that already exists for your customer
- Use your email to compliment the actions your customer is already taking

25,625 Subscriber Engagements per day

Mobile First

- 60% of our subscribers are reading their emails on a mobile device
- Challenge designers to focus on the image frame not the whole email
- Use images to keep the reader scrolling and interested

Letter format produced 479 unique clicks
Stackable images with headlines produced 817 unique clicks



Serve a purpose



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- Zika started hitting news feeds and the air waves
- Need for deeper information that fit perfectly into our brand

5,315 unique clicks

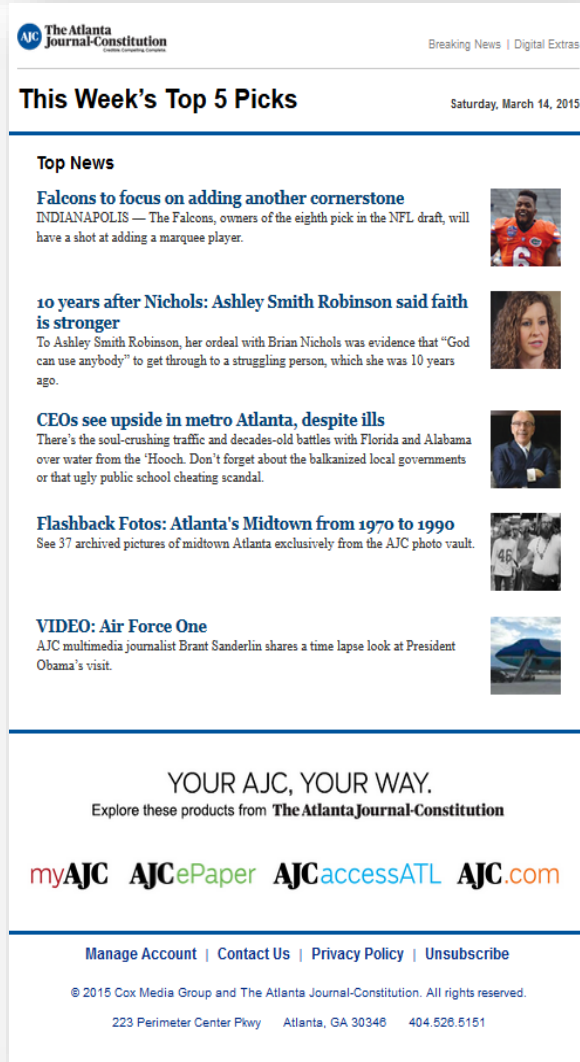
Curate your way to site navigation

- Help your reader consume your content
- Old is new
- Email can be a table of contents

5,572 unique clicks over 5 weeks



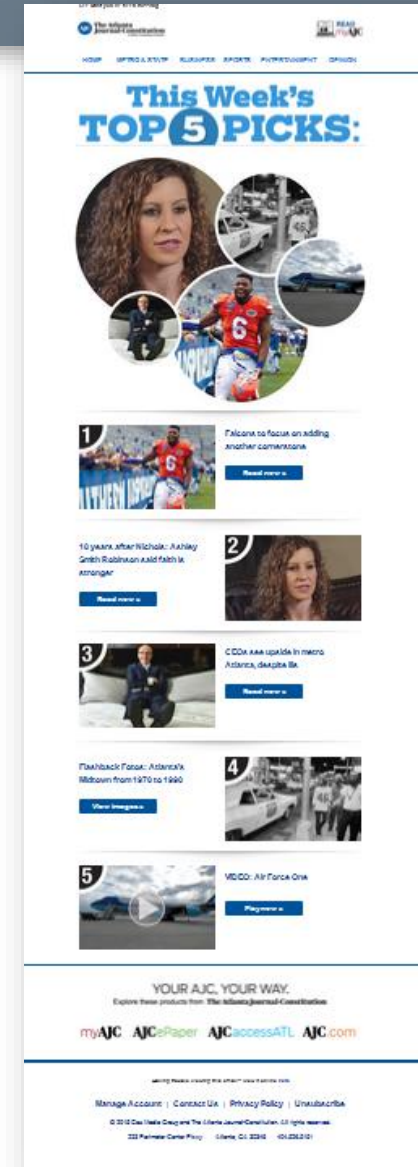
Simple is Best



- Balance between resource hours and results
- Time on site is more important than time on email

567 Vs 581
unique clicks

<1 hour design time or >3 hours design time



Old is New

- Fill the valleys between big news stories
- Re-use content that resonated with your readers
- Reaffirm complete and in-depth coverage

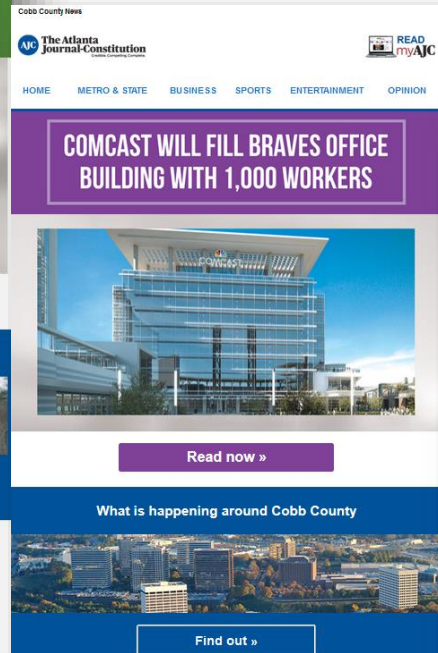
12,048 site visits over 30 days



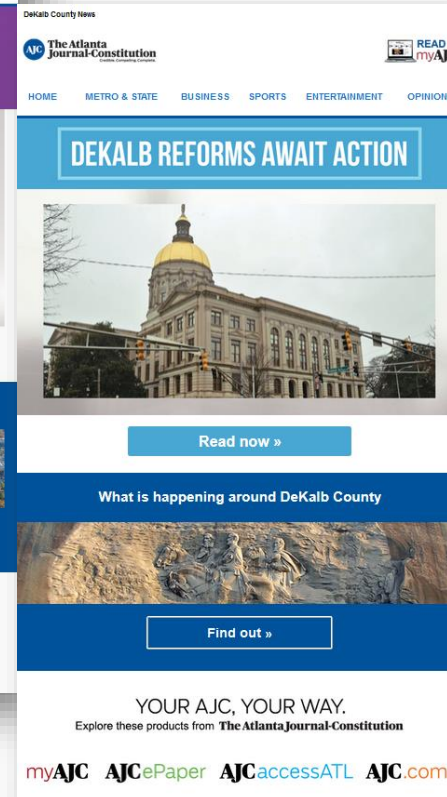
Local, local, local



41.9% Open/24.1% CTO



42.8% Open/18.3% CTO



42.9% Open/12.5% CTO

- Segmentation builds relevance
- One highly relevant story is more powerful than a list of trending stories

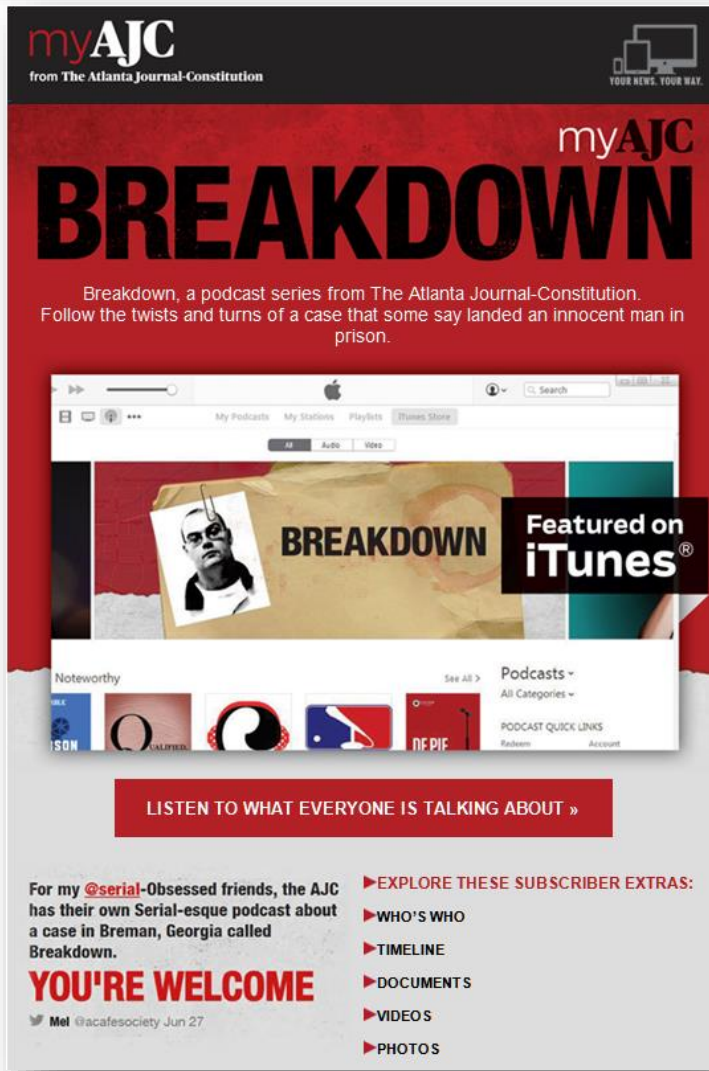
Listen

- Data will tell you what your readers want
- High interest in travel content
- Leverage the travel content from 1 section into a year long engagement initiative
- Food and Sports are also high interest areas



52,824 entries across 5 promotions

Get out of the way



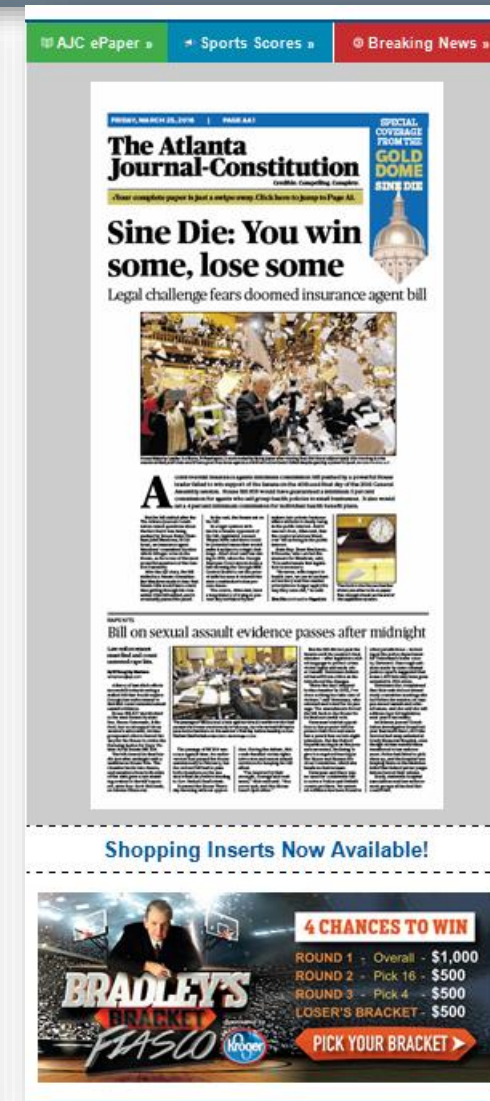
- Don't make your customer search for the action they should take
- Email is just a point of entry

28,942 unique opens
549 unique clicks

Testing Never Stops

- Leave nothing on the table
- Even your best email can produce more

+1,200 engagements per day



What if you don't have an email?

Internal Email Acquisition

- Direct Mail
- FIT Call
- Point of Sale
- Customer Care

Vendor Email Acquisition

- 3rd Party Email Matching to our subscriber lists
- 3rd Party targeting to find your customers in other places on the web

How data has shaped our business

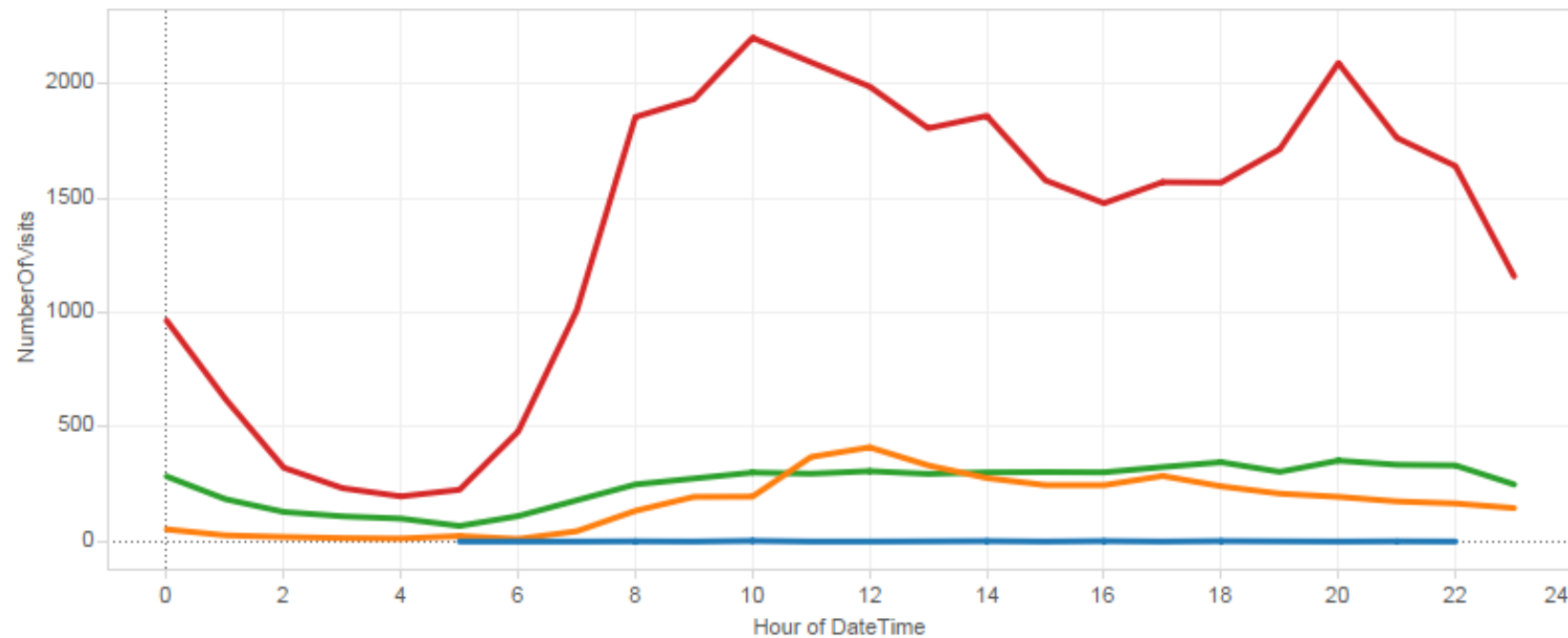


Digital Rhythm with News & Audience

AJC Engagement Weekly Snapshot

What is paid audience engagement? When a subscriber accesses one of the premium products (ePaper, myAJC) while logged into their account in the last 30 days.

	2016 Goal	2016 Goal in Numbers	05/9/2016 Report	WoW	Next Week's Engagement Risks	WoW <i>*want it to be negative</i>
Registration	65% of paid subscriptions have a registered account	119,411	111,776	-1060	ePaper	4182
Engagement	70% of registered subscribers are engaged	83,588	70,116	797	myAJC	3441
Loyalty	40% of engaged subscribers are engaged >150 days	33,435	25,432	184	Instant Access	3025



Power of Five program

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We noticed you haven't accepted your invitation from ##SMFMT_PROPERCASE[FIRSTNAME]## to share their Austin American-Statesman Total Digital Access.

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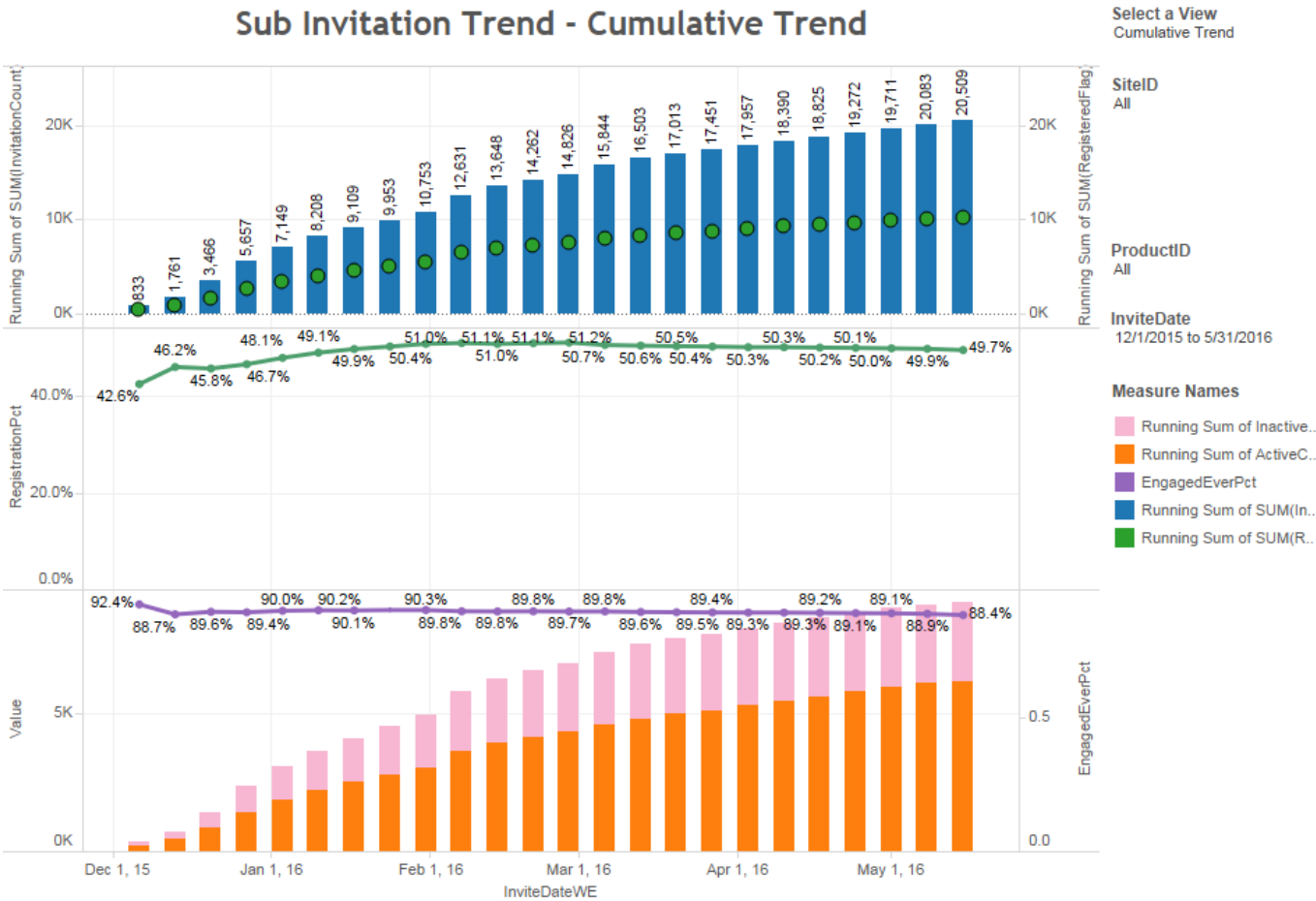
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Sincerely, The Austin American-Statesman



Destination: Omni-channel storytelling





Laura Inman Nolan
Cox Media Group Newspapers
linman@ajc.com