



Boost user loyalty and engagement

Site Personalization, Cxense



● Consumers Want Personalization

People expect relevant and engaging
digital experiences

Personalised Ads, Content, Promotions, Products, Emails, Videos

Why personalization?

89%

"89% of executives believe that customer experience will be their primary mode of competition by the end of 2016 ..."

– Gartner



Improved user experience



Deeper engagement



Reduced churn



Higher conversion



Increased revenue

Personalized User Journey

Multiple decision points in journey – leap(s) to conversion when optimized



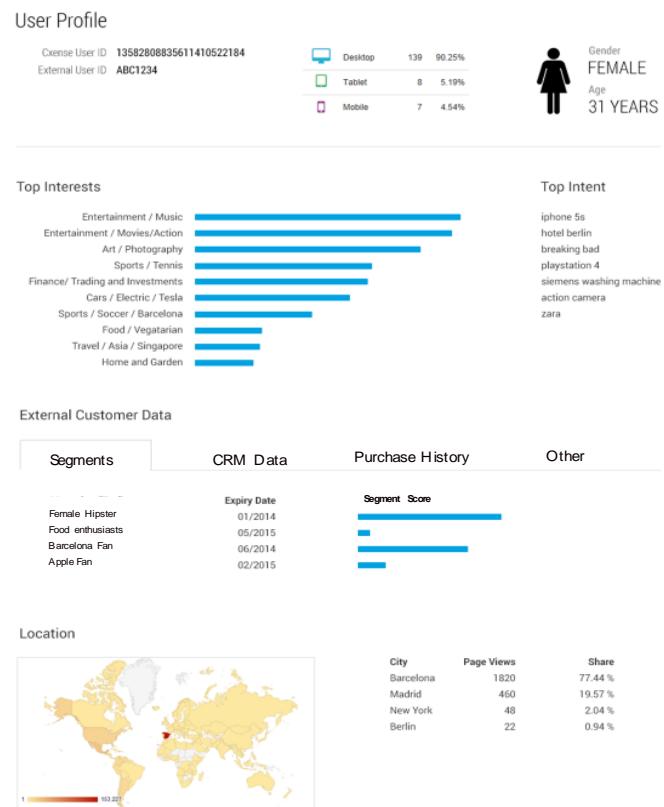
Each step of the personalized user journey is dynamically decided according to business goals optimized across personalized content, offers/promotions and ads

Cxense Offers the Leading Personalization Software

1 User & Content tracking



2 User profiling & segmentation




3 Personalization



Today all users see the **same content...**






MENU


CX NEWS

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Trump's Transition Team
The general election hasn't started yet, but Donald Trump has already announced that Chris Christie will lead his transition team if he wins the White House. Barack Obama did not name his transition chief until November in 2008.

- Trump Says He Won't Raise Taxes on the Rich
- Donald Trump Suggests He's Open to Tax Hike on Wealthy
- Sarah Palin Pledges to Defeat Paul Ryan
- Anti-Donald Trump Forces Hope to Draft Mitt Romney



North Carolina Fights Back on LGBT Law
North Carolina Gov. Pat McCrory filed a lawsuit against the federal government after it warned the state last week to back down from its controversial LGBT law or risk losing millions of dollars in funding.



El Chapo's Extradition to U.S. Can Move Ahead: Judge
A Mexican judge says the extradition of drug lord Joaquin "El Chapo" Guzman can move ahead, but the country's foreign ministry must still approve it and the defense can appeal. Guzman was just moved to Ciudad Juarez near the U.S. border.



Krispy Kreme Agrees to Takeover Deal
Krispy Kreme Doughnuts will be taken private by JAB Holding for about \$1.35 billion, the second buyout of a U.S. food company by the German investment firm in just over two months.



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Magazine



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Subscribe to TIME for just \$30 a year.

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How *The Good Wife* Changed Feminism and Politics on TV

JOE KLEIN
Why the Clintons Don't Fear the Coming Armageddon With Donald Trump


ANNE-MARIE SLAUGHTER
Care Is as Important as Career

MARK THOMPSON
Why the Army Needs Foam Goat Heads

BELINDA LUSCOMBE
7 Ways Chrissy Teigen Is a Model New


As individuals we are overexposed to “noise” ...





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Chuck Burton—AP


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How *The Good Wife* Changed Feminism and Politics on TV

Deliver what people want





 London
  5.23 pm
 Tablet
  Logged in

- + Interested in Politics
- + Likes to picture carousels when on tablet
- + Keeps updated on the latest science news and Tech news
- + Long term interest for Parenting
- + Likes to travel
- + Credit card expires in 1 month




CX NEWS






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1:00 PM ET




What It's Like to Use the Headset That Beams TV Into Your Eyeballs

2:54 PM ET




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12:43 PM ET




CHILL IN THE CHARMING CANARIES.

The Canaries are calling so book a great deal now.




Judge Tosses Case on Sumner Redstone's Mental Competency

12:38 PM ET




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The Real Reason Apple Made the Apple Watch

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Nyquist Wins 2016 Kentucky Derby



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Kepler Telescope Discovers New Planets

The Kepler Space Telescope spotted 1,284 planets outside of our solar system—a few of them are just like Earth and could support life. If life as we know it is going to emerge anywhere in space, planets like that are the first place to look




Controversial Mayor Eyes Election Victory in Philippines

It was all grins in Davao City on Monday morning, as voters lined up to cast ballots for the new President of the Philippines, confident that their pugnacious mayor, Rodrigo Duterte, would romp home after building a commanding lead in latest polls




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Photographing the Last Days of FARC




Quiz: Do You Know Enough to Run for President?

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RAISING THE SCREEN GENERATION

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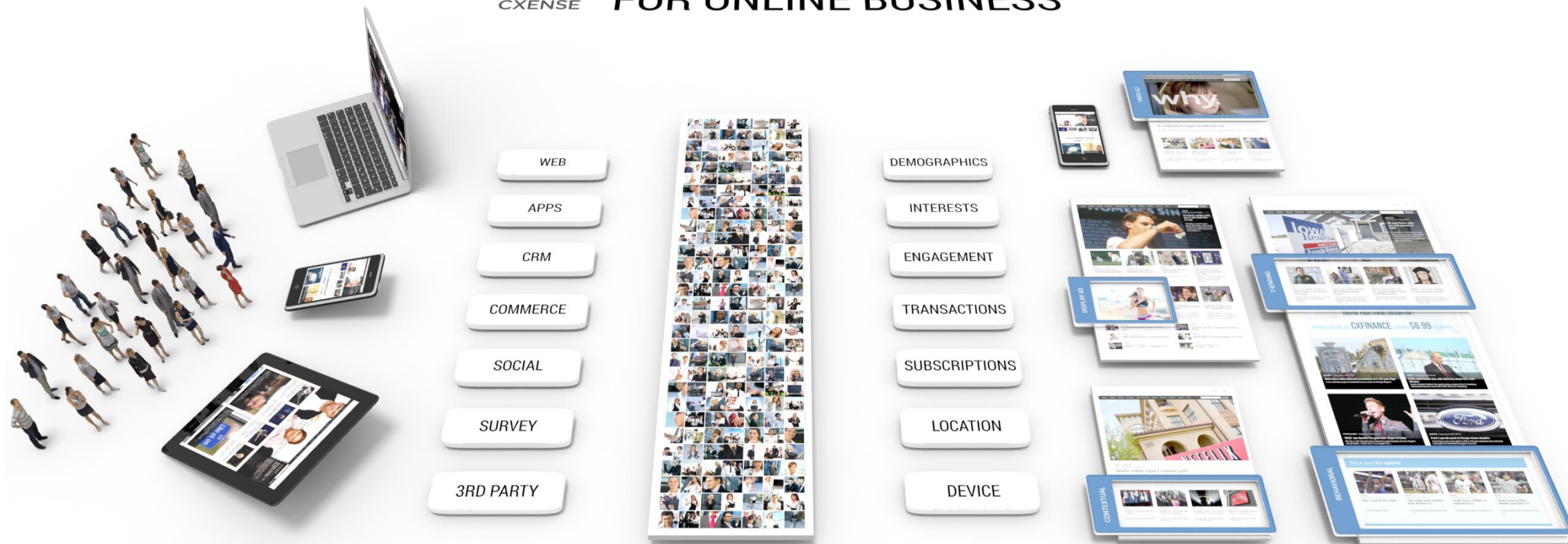
SUBMIT

CXENSE 2016

www.cxense.com



THE OPERATING SYSTEM FOR ONLINE BUSINESS



USER TRACKING

Massive scale, in real-time
On any device, across multiple devices

DATA CAPTURE

Your own web, apps, and business data
Add social and 3rd party data sources
Semantic content profiles

USER PROFILING

Rich profiles, created in real-time
Context, interests, intent, and 1st party
Anonymous and authenticated

AUDIENCE SEGMENTATION

Combine any user profile attributes
Use with Cxense or 3rd party solutions
Track performance and optimize

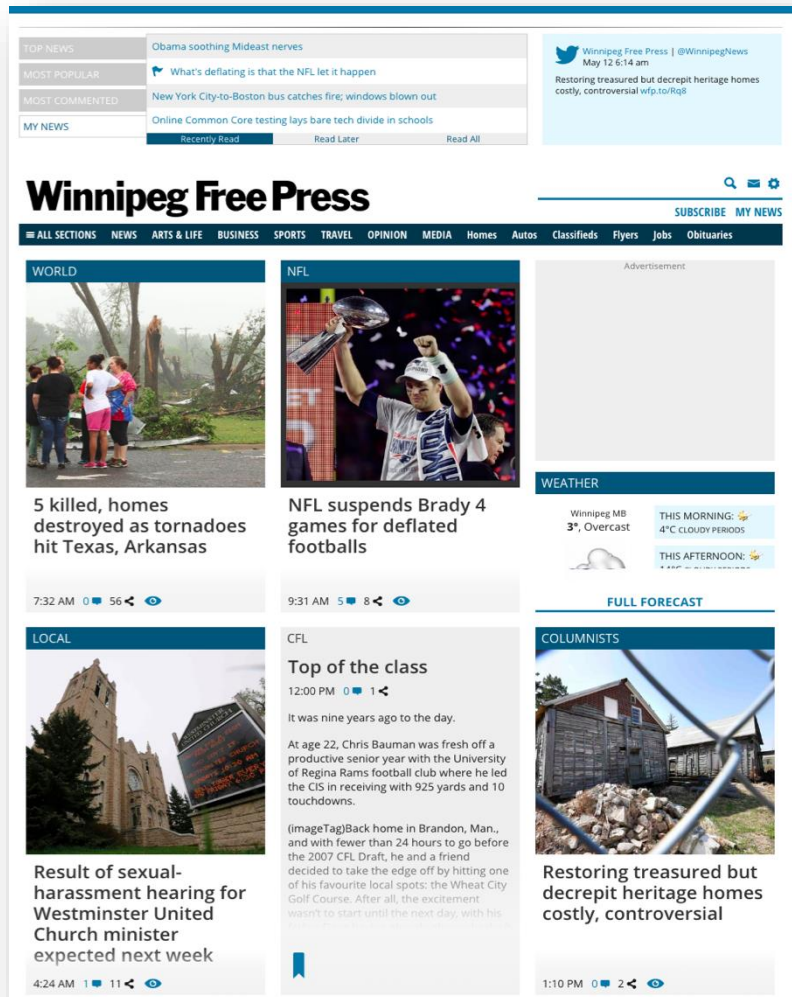
ENGAGE AND MONETIZE

Personalized and engaging experiences
Activate, convert, sell, advertise, market
Targeted messaging - multiple channels

A fully personalized experience

Winnipeg Free Press

- Front page is built up automatically, using personalized recommendations
- After n amount of articles, reader is encouraged to log in
- One login enables the personalized edition to follow the reader across devices



124%

282 to 632: Increase in average time (seconds) spent on site before and after personalization

24%

66% to 82%: Increase in homepage click through rate in a week

86%

5.65 to 10.54: Increase in page views per visit before and after personalization

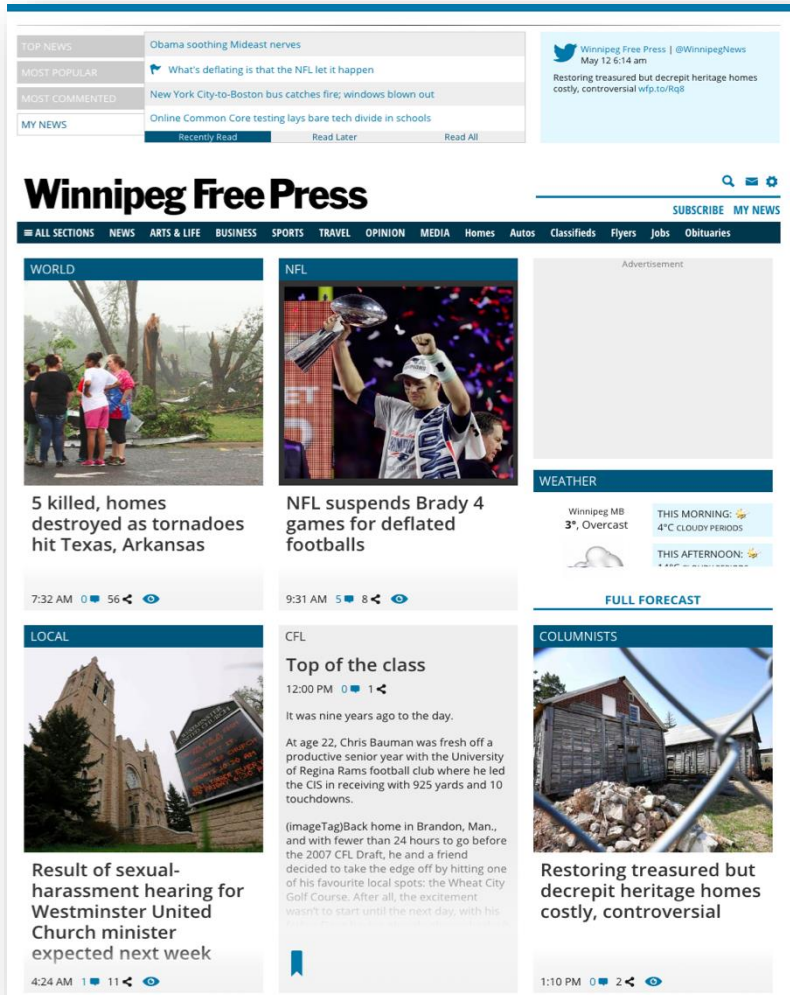
What does this mean for Revenue?

Results

- Mirco-pay versus All Access is now 50/50
- 15% monthly conversions to All Access Digital Subscriptions
- Eight (80) Straight weeks of continue growth*
- Digital subscription churn has been reduced to > 2%
- \$1M Incremental Digital Revenue due to personalization (2016)

Attributes for Success:

- Data leads to understanding the Customer wants/needs
- Data allows newsroom to focus on and understand the most important pages and stories on the site
- Content Personalization being automated generates best user experience and delivery of what "they" want not what we "think" they want



5 keys to succeed with Personalization



Personalization is strategy



Personalization is a team effort



Data driven mentality



Continuous Improvement



Start small and grow big!

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Thank you!

Dennis Mulcahy

Vice President Sales, America's

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