

# Audience and Subscriber Management

## Bonus Session | #2019MegaConf



# Tim Turner

*Program Manager, Content*



# Set a common “north star” goal

Bring your organization together with a common KPI for audience strategy.

- Get everyone on board
- Common metric to track across business and editorial teams:
  - Recency, Frequency, Volume (RFV)
  - Customer Lifetime Value in Revenue
  - Customer Lifetime Value in Pages/User



# Look at the whole picture

Understand what data has the biggest impact on your success for your goals.

- New metrics can be a combination of existing metrics
- Take advantage of all the data available
- Track a variation of Recency, Frequency, and Volume (RFV)





# Implement a targeting plan

After you understand your data, put it to work.

- Find a DMP, CDP or other tool to use data
- Build targetable audiences
- Make your conversion strategy more efficient
- Start converting users from their first visit



# Keep things simple and focused

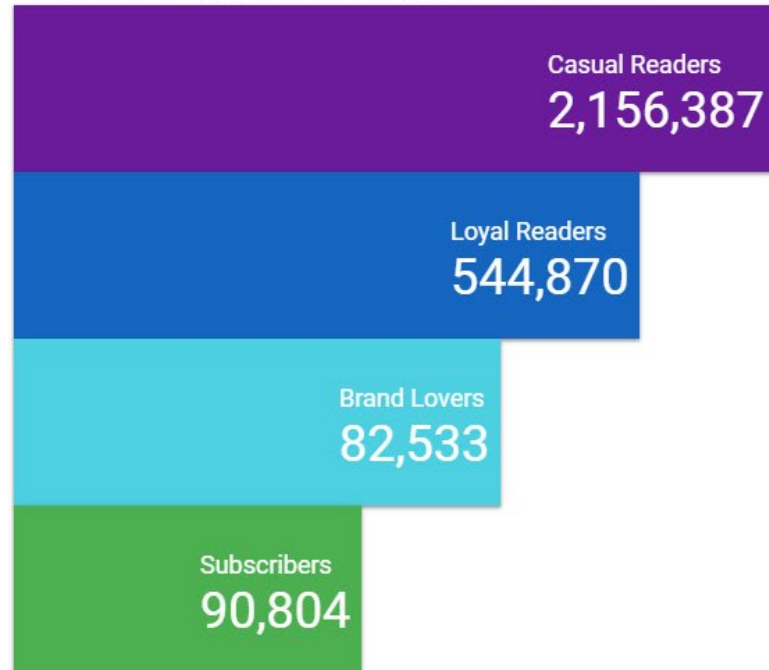
Everyone in the organization should understand the goal and their impact on it.

- Performance impacts a company's broader goals
- Data reports should be:
  - North star orientated
  - Visual
  - Easily understood
  - Immediately actionable



# Your Audience Funnel

Jan 20, 2019 - Feb 18, 2019



- Users viewed less than 3 pageviews.
- Monetize with programmatic advertising.
- Focus on recirculation and generic email signups.
- Users viewed 3-14 pageviews or email subscribers.
- Monetize with a mix of programmatic and local advertising.
- Focus on registration and targeted email signups.
- Users viewed more than 15 pageviews or registered users.
- Monetize primarily with local advertising.
- Focus on targeted subscription offers.
- Paid subscribers.
- Monetize with subscription revenue and limited local advertising.
- Focus on engagement and value to drive retention.

01 Casual Readers	02 Loyal Readers	03 Brand Lovers	04 Subscribers
Users 2.2M ↑ 26.4%	Users 544.9K ↑ 26.3%	Users 82.5K ↑ 10.9%	Users 90.8K ↑ 9.1%
Pageviews 2.5M ↑ 26.9%	Pageviews 2.9M ↑ 23.6%	Pageviews 3.1M ↑ 13.0%	Pageviews 3.4M ↑ 19.6%
Sessions / User	Pages / Session	Sessions / User	Pages / Session

# Mark Sanders

*Director of Customer Development*





# UNLOCKING UNTAPPED VALUE OF YOUR FIRST-PARTY DATA

Applying a powerful asset to drive performance

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Mark Sanders  
Director of Customer Development  
Lotame



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## WHY FIRST- PARTY DATA?



It's already yours

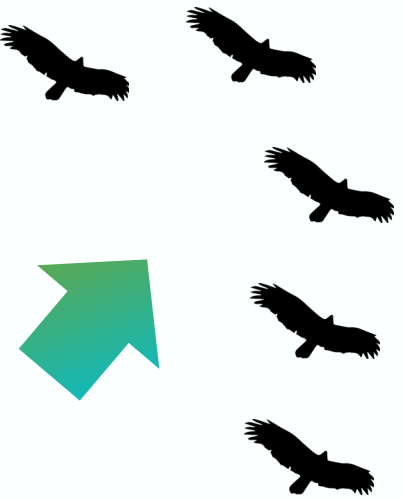
It's yours, uniquely

It's updated in real time



A MAP OF VISITORS  
INTERESTS & AFFINITIES

A PROXY  
FOR INTENT





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# HOW TO COLLECT FIRST- PARTY DATA?

Sign Up | Log In  
LIVESTRONG.COM

Recipes Fitness Health **Stronger Women** More

**BEST BUY** Price match guarantee  
For details, see bestbuy.com/gp

Google Chromecast Ultra 4K Streaming Media Player - Black \$69.99 Google Shop Now

LIVESTRONG • FOOD AND DRINK • BEVERAGES • SMOOTHIES

## 10 Ultimate Smoothies for Any Time of Day

SHERRIE CASTELLANO • UPDATED ON JANUARY 18, 2018

1572 shares

Share on Facebook Tweet about this Pin it

credit: Sherrie Castellano/Livestrong.com Sherrie Castellano/Livestrong.com Slide 1 of 12

### Overview

Smoothies are a great way to pack in a ton of nutrient-dense foods, and when they're properly balanced they can be the perfect portable meal replacement or energy-boosting snack. All you need to make an awesome smoothie happen is produce and a decent blender. Here are 10 tasty, superfood smoothies that are ideal for any time of day. They're packed with antioxidants, healthy fats, protein and made entirely without dairy, gluten or added sugar.

### PEOPLE ARE READING

- 10 Keto Fat-Bomb Recipes That Will Crush Hunger Pangs
- 10 Warm Salads to Keep You Lean
- 9 Big-Ass Salads (BAS) That Are Packed With Protein
- 11 Low-Carb Breakfast Shakes
- 5 Ways to Make Your Own Energy Bars

**BEST BUY** Price match guarantee  
For details, see bestbuy.com/gp

Google Chromecast Ultra 4K Streaming Media Player - Black \$69.99 Google Shop Now

As interaction and InView Time Spent

Exposure to Content And Sentiment

Recency/Frequency: Interest and Actions

Interests: Content Categories

Search: Search Queries

Demographics Age, Gender, HHI

Interests: Content Tags

Action: Watch Video

Action: Follow Site Updates

Action: Share Content

Editorial: Video, Blogs, Articles



REAL TIME



BATCH UPLOAD



CUSTOMIZABLE

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HOW IS THE  
DATA USED IN  
AN OVERALL  
STRATEGY?



iQ Engage



Recommended for you

<p><b>Windows 10</b> Creators Update Coming early 2017</p>	<p><b>The Latest: Czech PM</b> cites exports as Brexit talks priority</p>	<p><b>NYC Mayor: 'Fearless</b> Girl' statue can stay through Feb. 2018</p>
NATION	WORLD	WALL STREET





**854%**  
BOUNCE  
RATE



**120%**  
SESSION  
DURATION

## Real Results



Session duration increased 120% (from 1:47 for the average visitor to 10:01 for behaviorally targeted audiences)



Bounce rate decreased 854% (dropping from 70% for the average visitor to 7.33% for behaviorally targeted audiences)



Pageviews per session increased 70% (from 3.33 PPS for returning visitors to 5.7 PPS for behaviorally targeted audiences)

# Valentin Cornez

*News Consumer Insights Partnership Lead*



The Google logo, consisting of the word "Google" in its characteristic multi-colored font (blue, red, yellow, blue, green, red).

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# A data driven journey to grow User Value

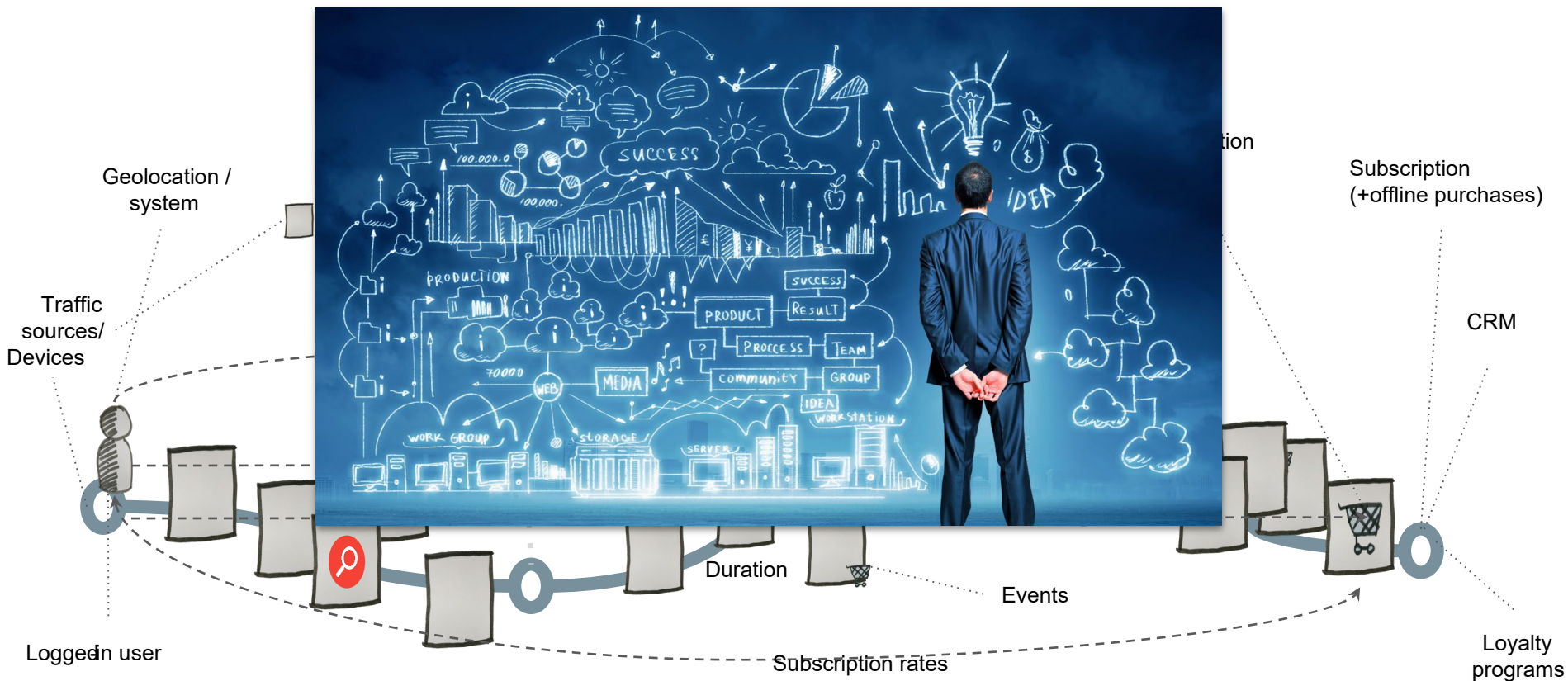
via News Consumer Insights

Valentin Cornez

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 News Initiative



Data **EMPOWERS** Publishers

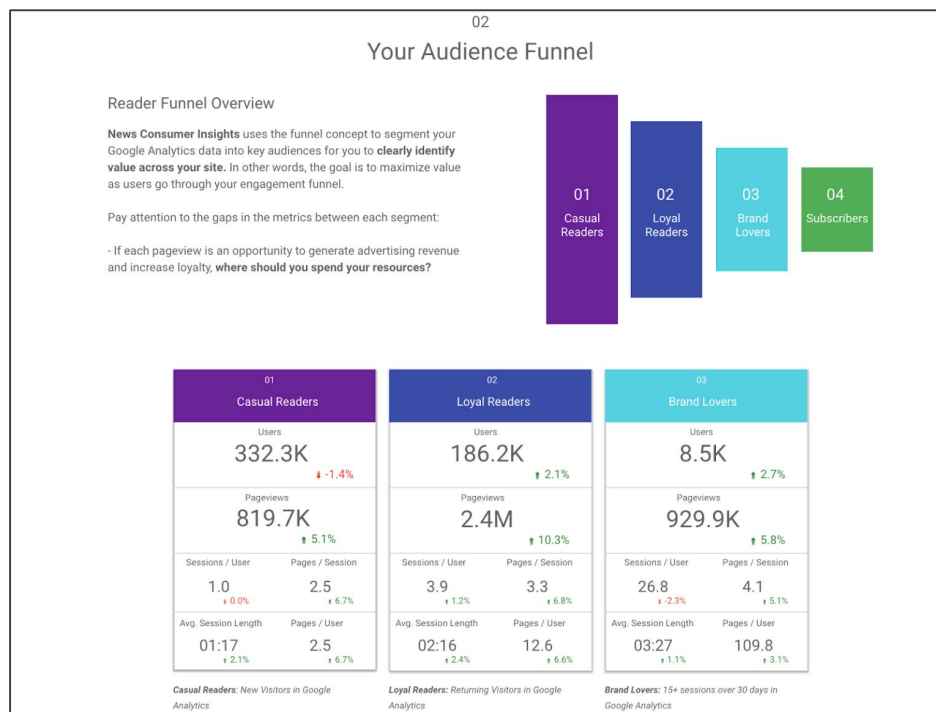


# News Consumer Insights ...

Partnering with publishers to identify **efficient**  
**business strategies** ,  
to achieve **digital sustainability**.

# What is NCI? A new way to see Google Analytics

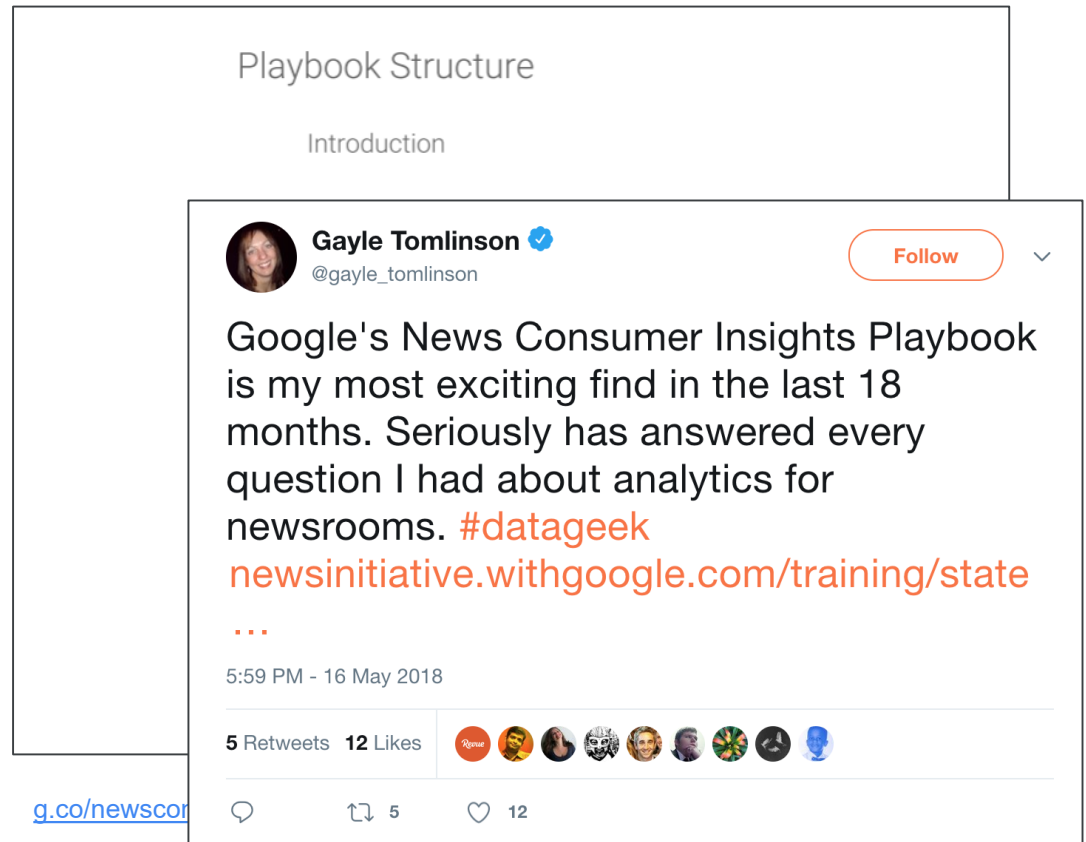
1. Transform GA data into an intuitive audience development dashboard.



[g.co/newsconsumerinsights](https://g.co/newsconsumerinsights)

# A new way to see Google Analytics

1. Transform GA data into an intuitive audience development dashboard.
2. Use the **NCI Playbook** to uncover optimization strategies and tactics.

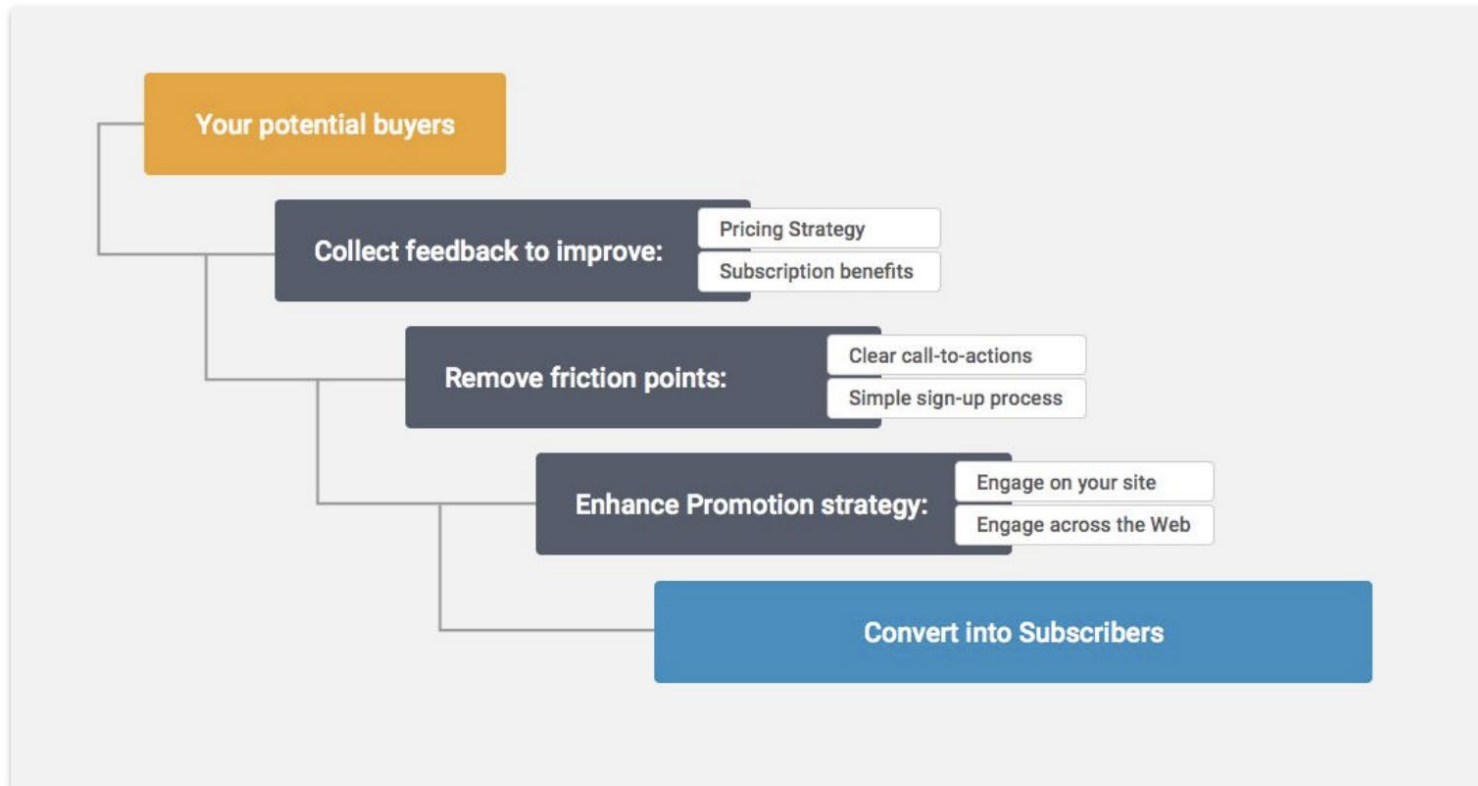


[g.co/newscor](https://g.co/newscor)

[Gayle Tomlinson](#), Group Editor - Social Media, Fairfax Media

# Driving more Consumer Revenue.

Proprietary + Confidential





# Focused on partner impact

Proprietary + Confidential



+15% newsletter subs.



+11% visits from organic search  
+39% ad inventory growth  
+22% Adx revenue growth

Google

BUSINESS  
INSIDER

+150% subs. revenue in 1Q



3x digital subscriptions

# Demo Time!

Proprietary + Confidential

[g.co/newsconsumerinsights](https://g.co/newsconsumerinsights)


Google News Initiative


English (US)

## News Consumer Insights

Data, analytics, and insights to help publishers build sustainable digital businesses.

[Connect Your Data Now](#)





### A new way to see Google Analytics

Last year, we launched the FUSE project to provide publishers a view into their Google Analytics data through a subscription-oriented lens. We've incorporated publisher feedback into our new version, called News Consumer Insights, which will help you uncover:

- Which readers drive value on my site?
- What are the most effective ways to reach consumers?
- How do I build a loyal user base?
- How can I improve engagement with my users?
- How can I convert users into paying consumers through subscription or patronage?

Ready to go? Get your custom insights report now.

[Connect Your Data Now](#)

Thank You! Questions?

[g.co/newsconsumerinsights](https://g.co/newsconsumerinsights)

# Bridget Sibthorp-Moeker

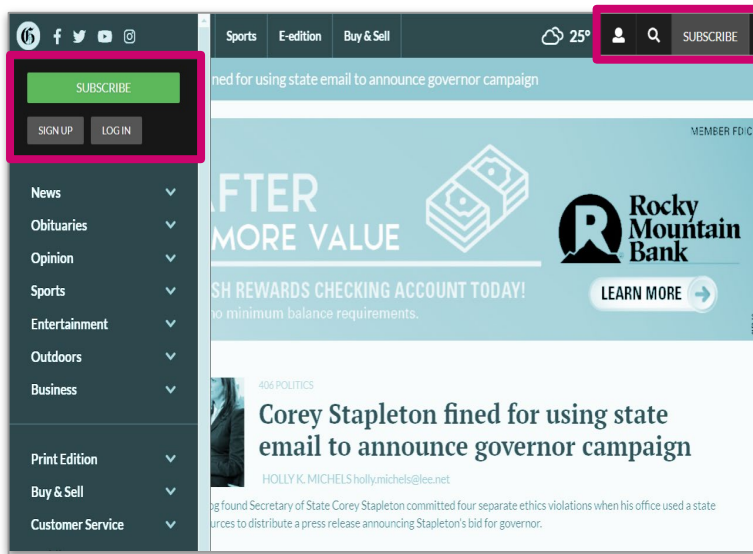
*Corporate Director of Digital Subscriptions*



# 10 WAYS TO **JUMPSTART** YOUR DIGITAL SUBSCRIPTION STRATEGY

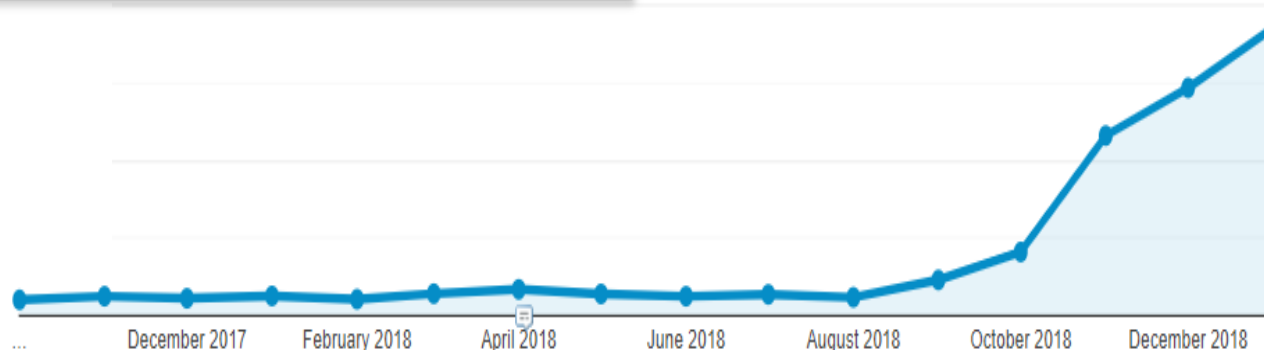
FEBRUARY 2019

# 1. START ASKING.



Don't wait until your website is perfect.

✓ Start now. Growth takes time.

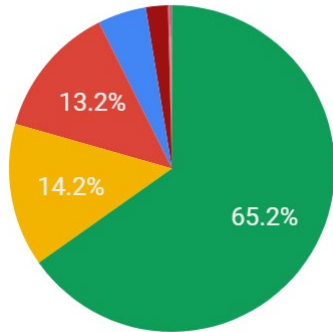


Lee's Subscribe page visits increased **1300%**

Jan 2018 - Jan 2019, Google Analytics



## 2. KNOW YOUR DATA.



Set up Google Analytics E-Commerce to track subscription purchases.

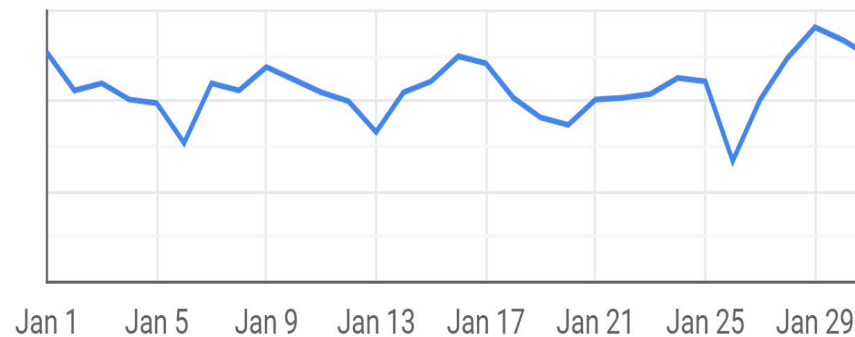
Lee grew digital -only subscriptions

**78 %**

in 1 year

Lee Rollup  
Audience  
Dashboard  
FY18

✓ Use UTM codes to examine and optimize digital campaigns.



### 3. WHY SUBSCRIBE?

Using Google  
Surveys,  
Lee asked

7,000  
readers

why local  
news is  
important.



5 minutes  
makes a  
difference.

What happens  
outside your  
door is more  
relevant than  
what happens  
anywhere else  
in the world.

**NEW OFFER:**  
Special discount when  
you sign up for a year.

LEARN MORE >

Think you know your  
value proposition?  
Think again.

✓ Ask your readers what they  
think with surveys

✓ Use the data to optimize the  
text on your digital marketing  
promotions and meter  
messages

## 4. SEND EMAIL OFFERS.

Email is the most important thing you can do.

- ✓ Send email offers
- ✓ Place subscription ads in email newsletters

*“Nothing is more important to the brave new world of building subscriptions than the relatively old world of email.”*

- Gwen Vargo, [American Press Institute](#)

Email is the  
**#1 tactic**  
to growing  
subscriptions.

American Press  
Institute

**Quad-City Times**

ADVERTISEMENT

In case you haven't heard, this

I LOVE my name,  
Woody Woody Woody Woody  
Hey! That's right!

**BREAKING NEWS**

Gun found near Davenport elementary school

The Davenport Police Department is investigating after a gun was found near the school. [Read more](#)

**\$5 DIGITAL ENDING SOON!**

**SUBSCRIBE**

**LAST CHANCE TO SUBSCRIBE AT THIS RATE**

- Fast, unlimited access
- No article surveys
- Convenient email newsletters

Subscribe today and be a part of your community.

Here are a few recent local news articles to get you started

**TOP STORIES**

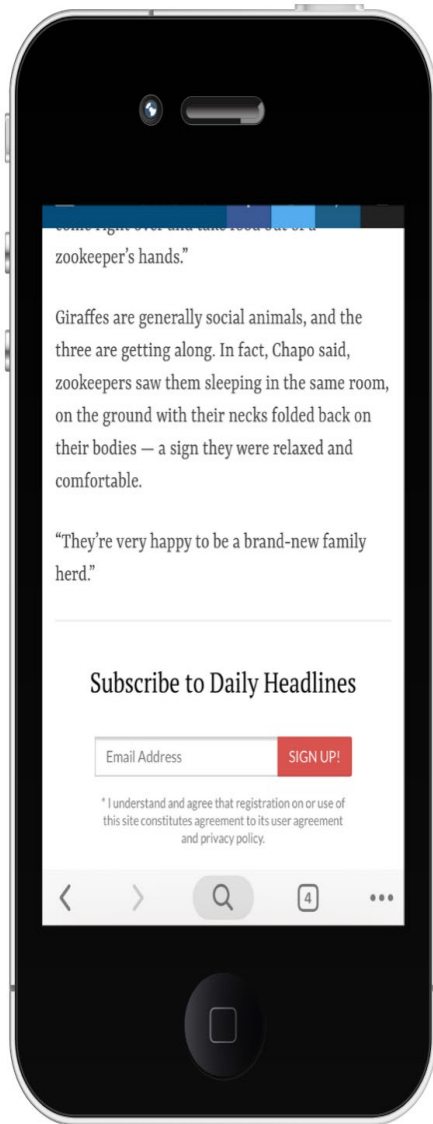
'Beloved' Moine turkey shot, killed by arrow

Presidential candidate for will be held at St. Ambrose

Schnucks to open downtown Moine pharmacy

Rick's Six: Wind chills, school delays, rising rivers, iron workers, and auto show

Some schools are delaying the start of classes today because of the weather



## 5. GROW EMAIL LISTS.

Growing email lists is a priority for long -term success.

- ✓ Signup widgets on your website
- ✓ Develop email newsletters
- ✓ Run contests & giveaways
- ✓ Ask for website registrations

Newsletter subscribers are

**10x**  
more likely  
to pay.

[INMA](#)

## 6. RUN SALES.

Fear Of Missing Out (FOMO) drives subscriptions.

- ✓ Start the sale early
- ✓ Run the sale
- ✓ Extend the sale



Lee's 2018 Black Friday Sale generated

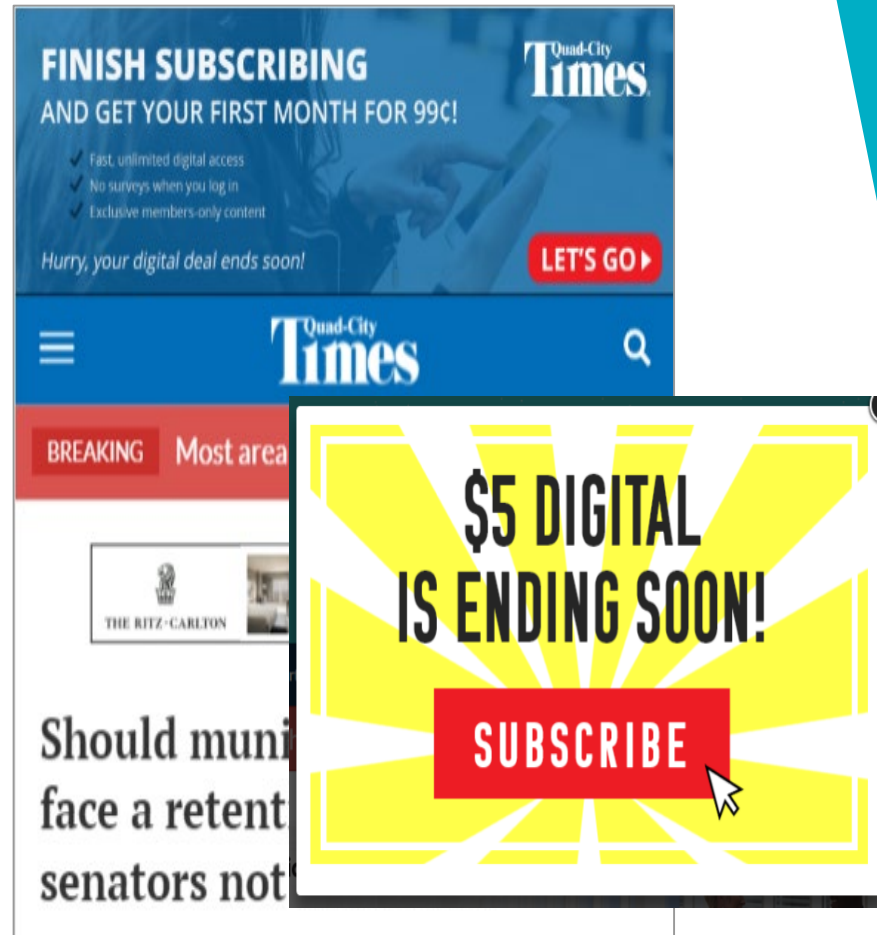
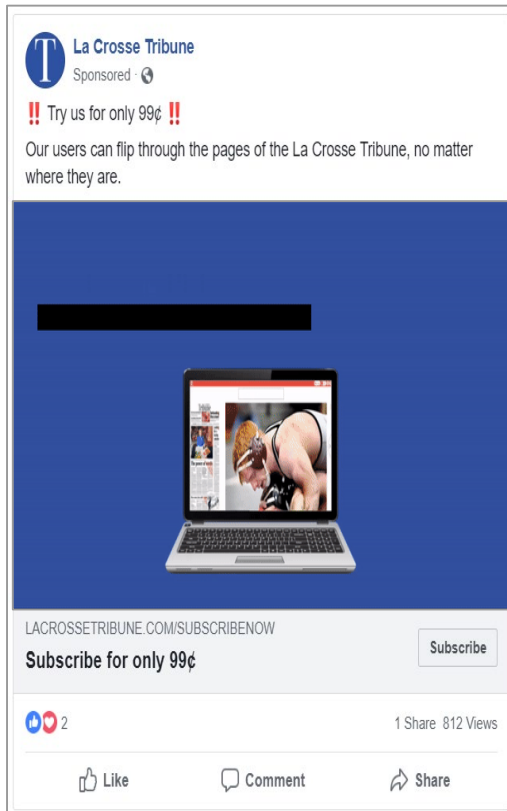
**2.5x**  
**MORE**  
**STARTS**  
than reg.  
volume

Google  
Analytics

# 7. RUN TARGETED ADS.

Lee's targeted  
display ads  
yielded a  
**1.86%**  
**CTR**  
in 12/2018

Google  
Ad Manager



## 8. MAKE IT EASIER.

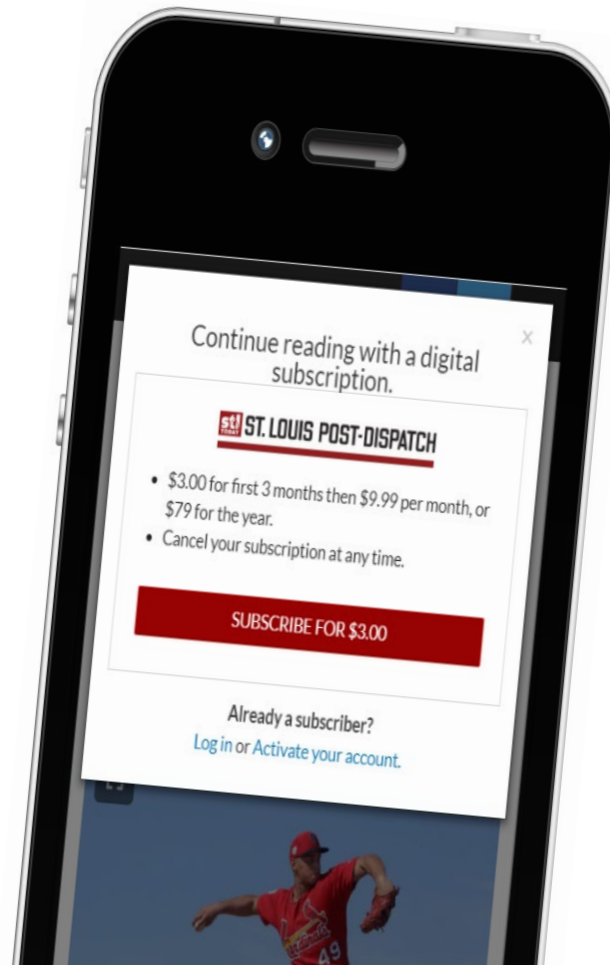
“Keep it simple for as long as you can, and pick the low hanging fruit.”

[Peter Gray, The Wall Street Journal](#)

### Reduce friction.

Focus on optimization for all users before honing in on specific segments.

- ✓ What's the goal?
- ✓ What are we missing?

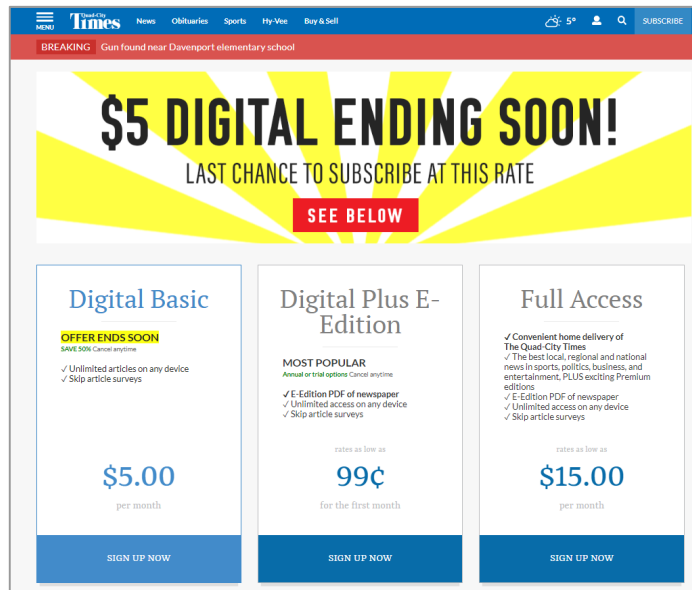




## 9. GIVE THEM OPTIONS.

Subscription landing pages should be clean and simple.

✓ Reinforce special pricing - and the best offer - with consistent promotional designs.



“The calls to action must be clear and convey a sense of urgency.”

[AMERICAN PRESS](#)  
[INSTITUTE](#)

# 10. CELEBRATE WINS.

Get everyone in the organization involved to create a culture focused on data, performance and asking the right questions.



HOW TO

# JUMPSTART YOUR DIGITAL SUBSCRIPTION STRATEGY:

## 1. Start asking

2. Know your data
3. Why subscribe?
4. Send email offers
5. Grow email lists

6. Run sales
7. Run targeted ads
8. Make it easier
9. Give them options
10. Celebrate wins

# Questions and Takeaways



**Tim Turner**

*Program Manager,  
Content  
TownNews*



**Mark Sanders**

*Director of Customer  
Development  
Lotame*



**Valentin Cornez**

*News Consumer  
Insights Partnership  
Lead, Google*



**Bridget Sibthorp-  
Moeker**

*Corporate Director of  
Digital Subscriptions  
Lee Enterprises*

**#2019MegaConf**