

Leveraging a Customer Data Platform

to Drive Subscriber Growth & Diversify Revenue

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President | LEAP
Moderator

The Path to Prosperity...

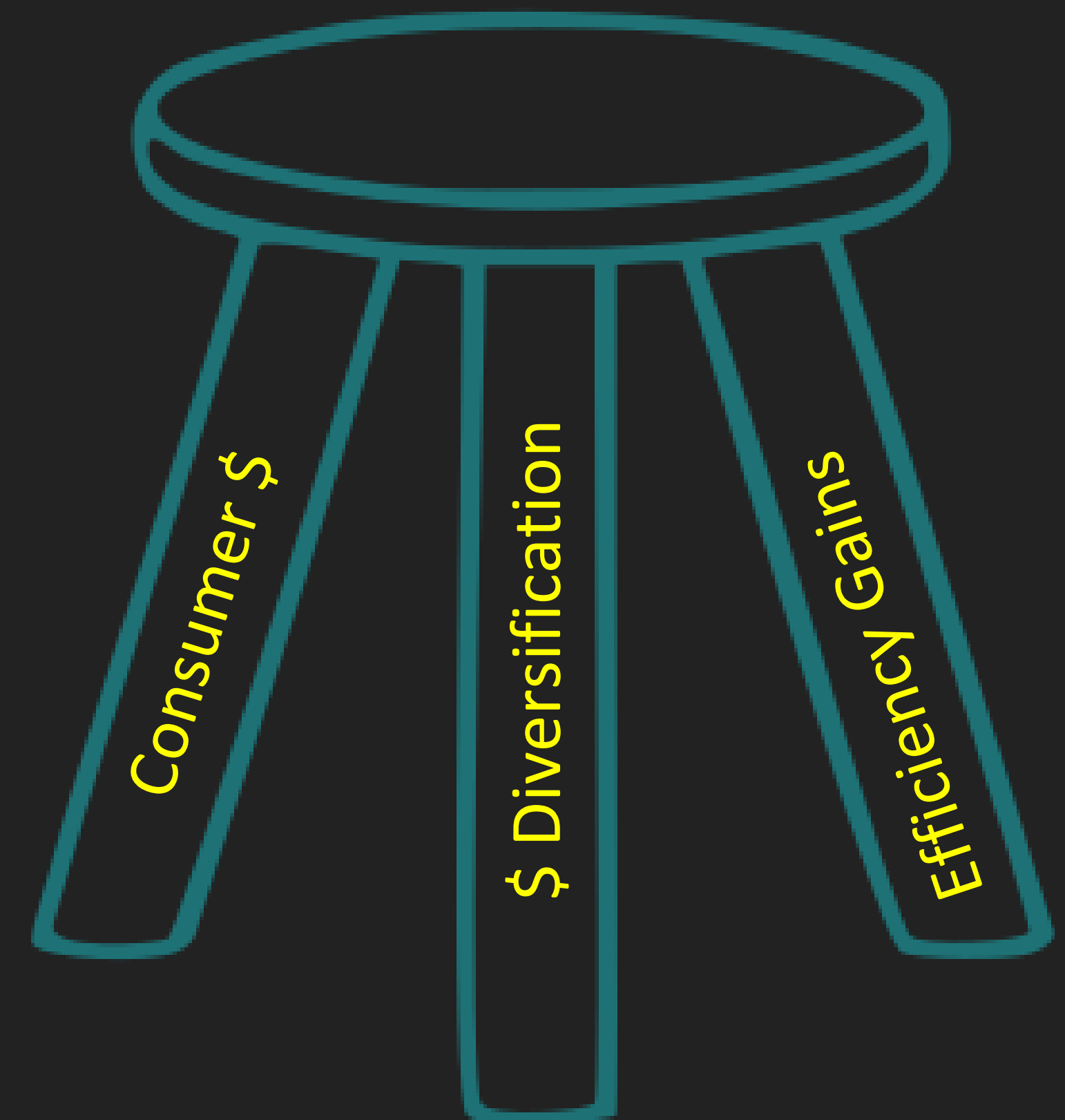
➤ Data-Driven Consumer Monetization

- Digital subscription growth
- Extension of print runway
- Consumer value optimization through retention & engagement

➤ Audience-Driven Revenue Diversification

- Events
- Native Advertising
- Digital marketing services
- Affiliate marketing
- Programmatic
- Video/OTT
- Niche publishing
- Email marketing
- Direct mail
- E-commerce

➤ Technology-Driven Efficiency Improvements



Two fundamental truisms...

Revenue follows Audiences

Audiences are built with data



Mary Smith
40 Cove Road
Stonington, CT 06371
172.16.254.1
msmith123@gmail.com

\$847 in Revenue past 3 years

Digital Content: Travel, Business

Video: Real Estate

Prefers Email to Direct Mail

msmith123@gmail.com

Weekly Wine & Dine newsletter

Mobile breaking alerts

Six Daily Deal purchases

Attended Home Show

Pro Football Pick 'Em contest

Four free ticket offers redeemed

FB likes include NY Giants, ESPN

High- value customer at Boscov's

Interest in community activities

Avid online shopper

Interest in home décor

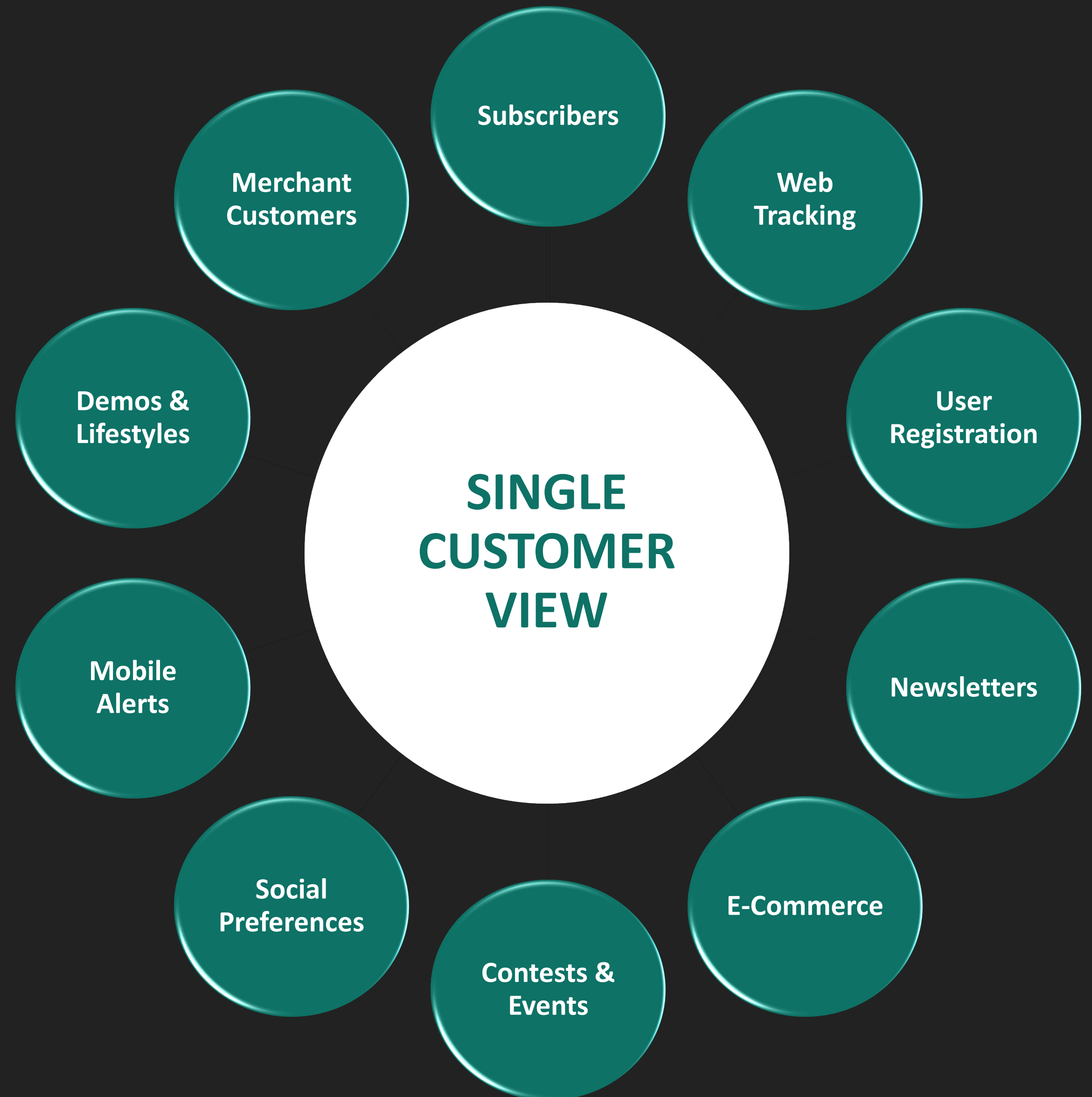
HH income > \$150,000

Married with children ages 8 & 12

Age 44

Home value = \$550,000

Registered Independent





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Panelists

Sue Kerr

- VP of Print Audience
- *Dallas Morning News*

Rich Forsgren

- Director/Corp Consumer Data Strategy
- GateHouse Media