Leveraging What Newspapers Do Best to Drive Subscriptions

February 18, 2020
WE CAN ALL AGREE ON THREE KEY THINGS...

1. Consumer revenue is by far the most important revenue driver for 2020.
2. Publishers are worried about the death of 3rd party cookies, and what that means for a digital advertising market already dominated by Google & Facebook.

Beyond that, most importantly...

3. LONGHОРNS!
NEWSLETTERS DRIVE DIGITAL SUBSCRIPTIONS

“For publishers who have a subscription business, (newsletters are) the traffic source with the highest conversion rate.”

- Google News Initiative
  Consumer News Insights Playbook

Table 2: Benchmarks to Estimate Revenue Opportunity

<table>
<thead>
<tr>
<th>Metric</th>
<th>Benchmark Range</th>
<th>What it measures?</th>
</tr>
</thead>
<tbody>
<tr>
<td>In-Market Households (MSA and CSA)</td>
<td>Market Dependent</td>
<td>Market-Specific Audience Potential</td>
</tr>
<tr>
<td>Monthly Unique Visitors</td>
<td>3.0x–5.0x</td>
<td>Unique Visitor Opportunity</td>
</tr>
<tr>
<td>In-Market Households</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Digital Only Subs Monthly Unique Visitors</td>
<td>2.0% – 4.0%</td>
<td>Digital Subscription Penetration of Audience</td>
</tr>
<tr>
<td>Annual Digital Subs Rev. Digital Only Subs</td>
<td>$120 – $200</td>
<td>Average Effective Rate per Digital Subscriber</td>
</tr>
</tbody>
</table>
WHAT IS **ALERTME? THE BASICS IN ONE BORING SLIDE**

- A content-discovery engine for publishers
- If someone is reading a story, they’d love to register to find out when there is new information about that storyline.
- AI tech delivers stories when relevant without any additional work done by the publisher

Because readers self-select what they’re alerted to, publishers see:
- 1st party data.
- Readers moving down the subscription funnel
- More reader engagement (*35%+ CTR* on Alerts)
SIMPLE USER EXPERIENCE DRIVES TO NEWSLETTER SUBS
NOTHING MATTERS MORE THAN TRULY LOCAL COVERAGE...

“Trump” Stories
3,322 registrations
Alert Link-Clicks: 30%

“School” Stories
8,323 Registrations
Alert Link-Clicks: 44%
... ESPECIALLY WITH **PUBLIC SAFETY AT STAKE**

**During The Crisis:**
- More than 4k people signed up for bush fire-related Alerts.
- 18,438 Alerts were sent to them during the crisis.
- 6,379 drove at least one pageview (34.5%) 

**The Recovery:**
- 1,759 Alerts have been sent to them.
- 753 have driven at least one pageview (42.8%) 
- 38.1% of clicks came from someone other than the registered user.
READERS WHO ASK FOR MORE ARE LIKELY TO ENGAGE...

- Metrics from Smart Insights for the Media & Publishing category. AlertMe data is from all partners from June 1, 2017-February 20, 2020.

- 18% is the median between the surveyed industry statistical average newsletter open rate of 14-22%
... AND DO MORE ON YOUR SITE

Time Spent On Site:

1:25
AlertMe Newspaper Partner’s Average Visitor

3:41
Newspaper Partner’s Average Visitor Who Arrived Via AlertMe

Pages Viewed:

1.70
AlertMe Newspaper Partner’s Average Visitor

2.49
Newspaper Partner’s Average Visitor Who Arrived Via AlertMe
CONCLUSION: GOTTA MARKET LOCAL CONTENT

Test technology:
❖ Admiral
❖ Burbio
❖ Subtext
❖ Yeah, AlertMe too.

Test Initiatives:
❖ Membership projects
❖ News-based town meetings
❖ Community partnerships

Modern media is designed for Search & Social, not direct traffic. It’s up to you to be essential, and not only cover what they care about... but make sure readers KNOW you covered it.

Baby Polar Bears are really cute.
Thank You

Adam Shapiro
C:917-880-5228
E: adam@alertme.news