



**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. LONGHORNS!



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**

Metric	Benchmark Range	What it measures?
In-Market Households (MSA and CSA)	Market Dependent	Market-Specific Audience Potential
Monthly Unique Visitors In-Market Households	3.0x–5.0x	Unique Visitor Opportunity
Digital Only Subs Monthly Unique Visitors	2.0% – 4.0%	Digital Subscription Penetration of Audience
Annual Digital Subs Rev. Digital Only Subs	\$120 – \$200	Average Effective Rate per Digital Subscriber

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

AlbuquerqueJournal

News Sports Business Entertainment Education Opinion Calendar Community Arts Cars Weather

BREAKING APD investigating homicide in NE Albuquerque

WE ARE HIRING OFFERING BENEFITS NATIONAL ROOFING

APD investigating homicide in NE Albuquerque

BY MARTIN SALAZAR / JOURNAL CITY EDITOR
Thursday, February 19th, 2020 at 5:02am

SPINALET
LIFELETS
LIFELETS
LIFELETS
LIFELETS

APD investigates a homicide on the 1800 block of Hoffman NE, near Indian School and Pennsylvania. (Adapted from Albuquerque Journal)

ALBUQUERQUE, N.M. — Albuquerque police have launched a homicide investigation after a man was found dead in Northeast Albuquerque early Thursday morning.

Officers found the victim inside a vehicle on the 1800 block of Hoffman NE while investigating a report of a disturbance, said Sgt. Tanner Tinsler, an Albuquerque Police Department spokesman.

"This incident has been made a homicide call out," Tinsler said in an email. "There is no suspect information at this time."

Police have not released the name of the victim or said how he died.

1800 Hoffman Dr NE
1800 Hoffman Dr NE, Albuquerque, NM 87111
View larger map

New Hope Full
Georgie Baptist Church
Taylor Park
1800 Hoffman
View on map

Follow this story to get email or text alerts from Albuquerque Journal when there is a future article following this storyline.

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-----Original Message-----
From: AlertMe <no-reply@alertme.news>
To: donnf <donnf@aol.com>
Sent: Mon, Jan 20, 2020 12:35 am
Subject: Albuquerque Journal has an update on "Virgin Galactic rockets forward"

A! AlertMe

ALBUQUERQUE JOURNAL

Here's a follow-up to a story you have subscribed to

From Albuquerque Journal on January 20, 2020 at 12:11am



From here, the stars
ALBUQUERQUE, N.M. — Spaceport, industry leaders prepare for global spotlight [Read article...](#)

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Based on your subscribed article:
[Virgin Galactic rockets forward](#)
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Know someone who might want to get alerts on this topic? Forward this story and suggest they click the **AlertMe** button as you did!

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NOTHING MATTERS MORE THAN TRULY LOCAL COVERAGE...



**“Trump” Stories
3,322 registrations**

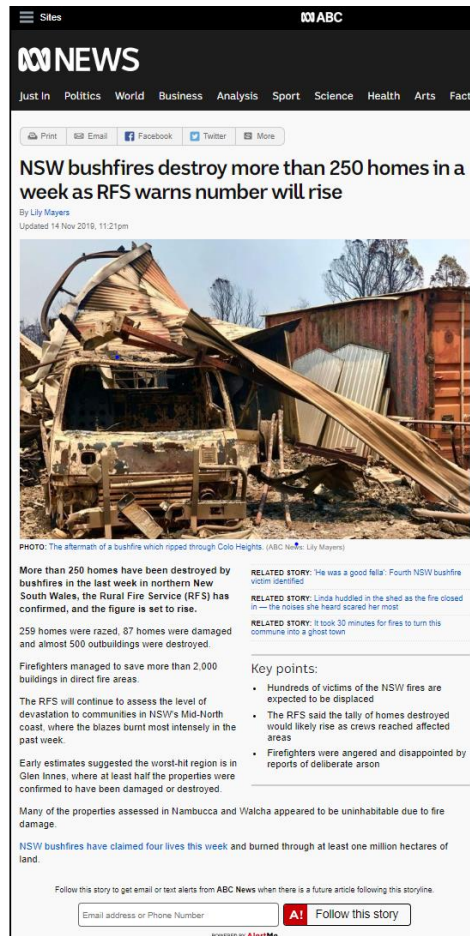
Alert Link-Clicks: 30%



**“School” Stories
8,323 Registrations**

Alert Link-Clicks: 44%

... ESPECIALLY WITH PUBLIC SAFETY AT STAKE

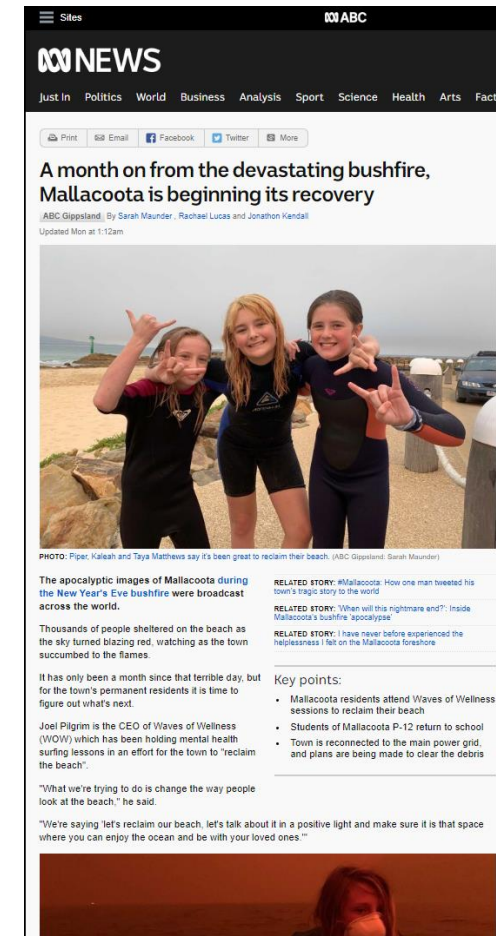


During The Crisis:

- 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:

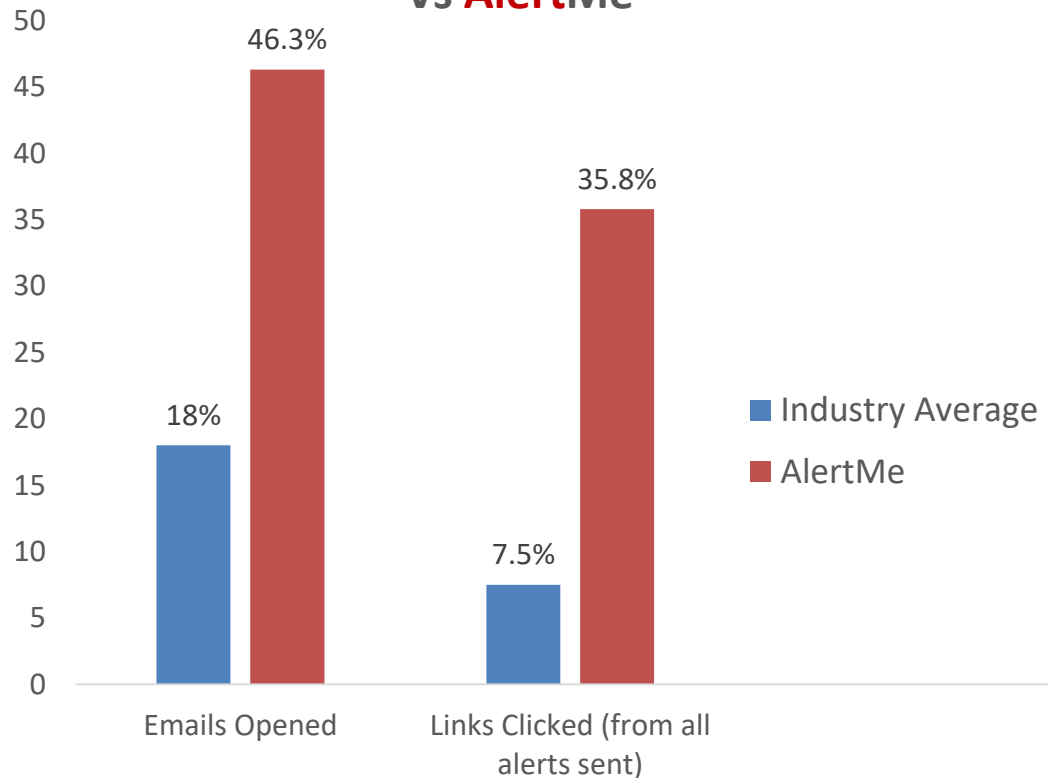
- 1,759 Alerts have been sent to them.
- 753 have driven at least one pageview (42.8%)
- 38.1% of clicks came from someone other than the registered user.



READERS WHO *ASK FOR MORE* ARE **LIKELY TO ENGAGE...**



Newsletter Reader Engagement
Vs **AlertMe**



- 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, *Alert*Me 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



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THANK YOU

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