

Converting Casual Digital Visitors into Highly-Engaged Members or Subscribers

Presented by Joe Hansen and Tim Turner, director of content and data services, TownNews



Today's agenda

- **iQ Audience+:** An audience acquisition and retention platform that enables you to precisely tailor your conversion funnel using audience data, machine learning, and proven industry best practices
- **Data Insights:** A powerful new tool for gathering, understanding, and acting upon the world of data that drives your business

iQ Audience+
BY TownNews

Data Insights
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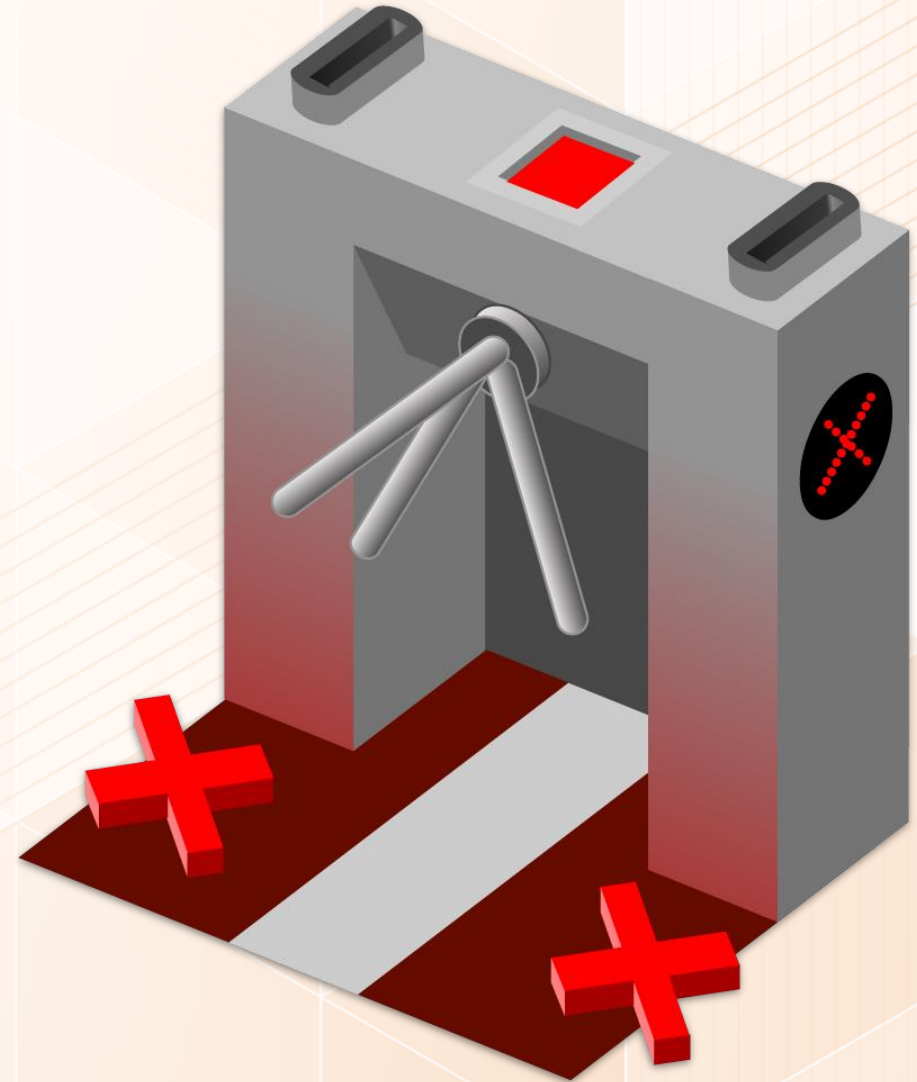


iQ Audience+
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Traditional paywalls are blunt instruments

Existing paywalls force you to choose what you want to block—each user that comes to that content gets the same experience

You are expected to decide the best way to monetize the content without taking into account the relationship the content has with different visitors to your site



A smarter, more dynamic meter

We've reimaged how users gain access to content, and built a solution that doesn't force publishers to choose how to monetize their content before visitors even reach their sites



Supercharge your audience revenue

iQ Audience+ draws on our experience in using audience data to drive business results

With the thousands of data points we have already collected to target advertising or recommend content, we can now build dynamic journeys for users that come to your site



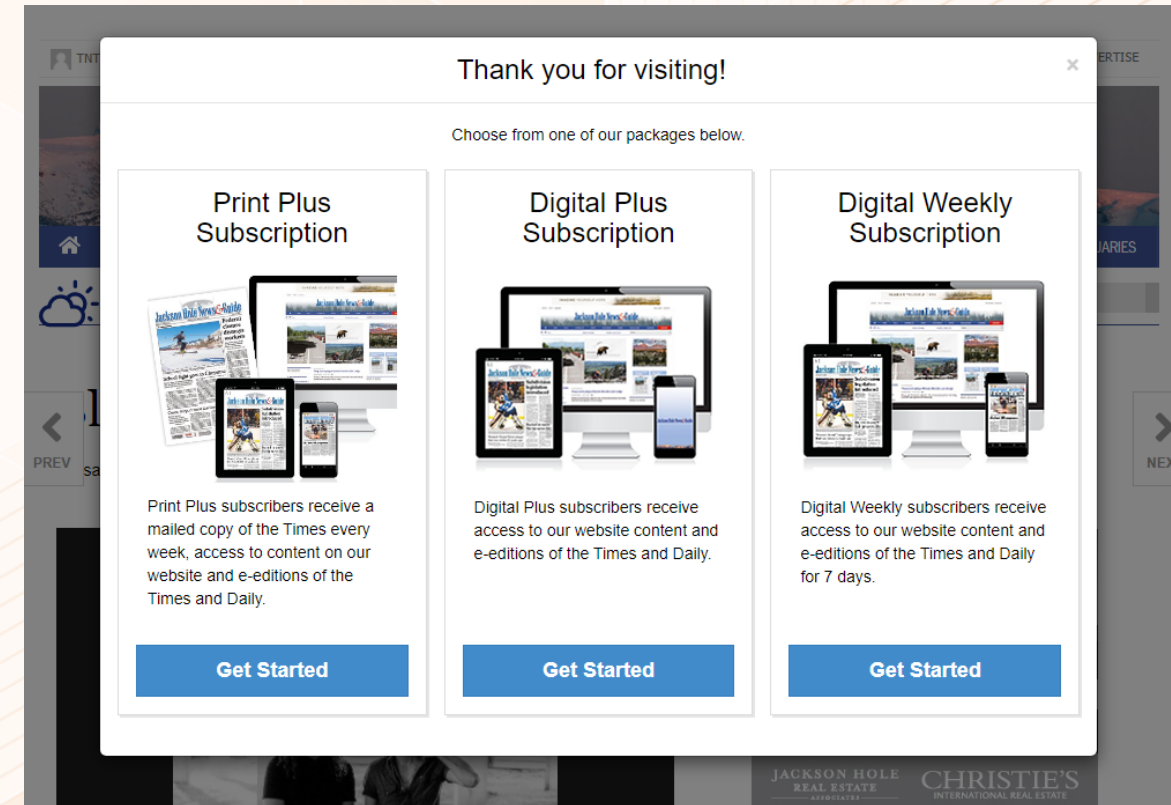
Your goals, your rules

Meter premium content based on user interests:

- Restrict sports content for **sports lovers**
- Restrict politics content for **political junkies**

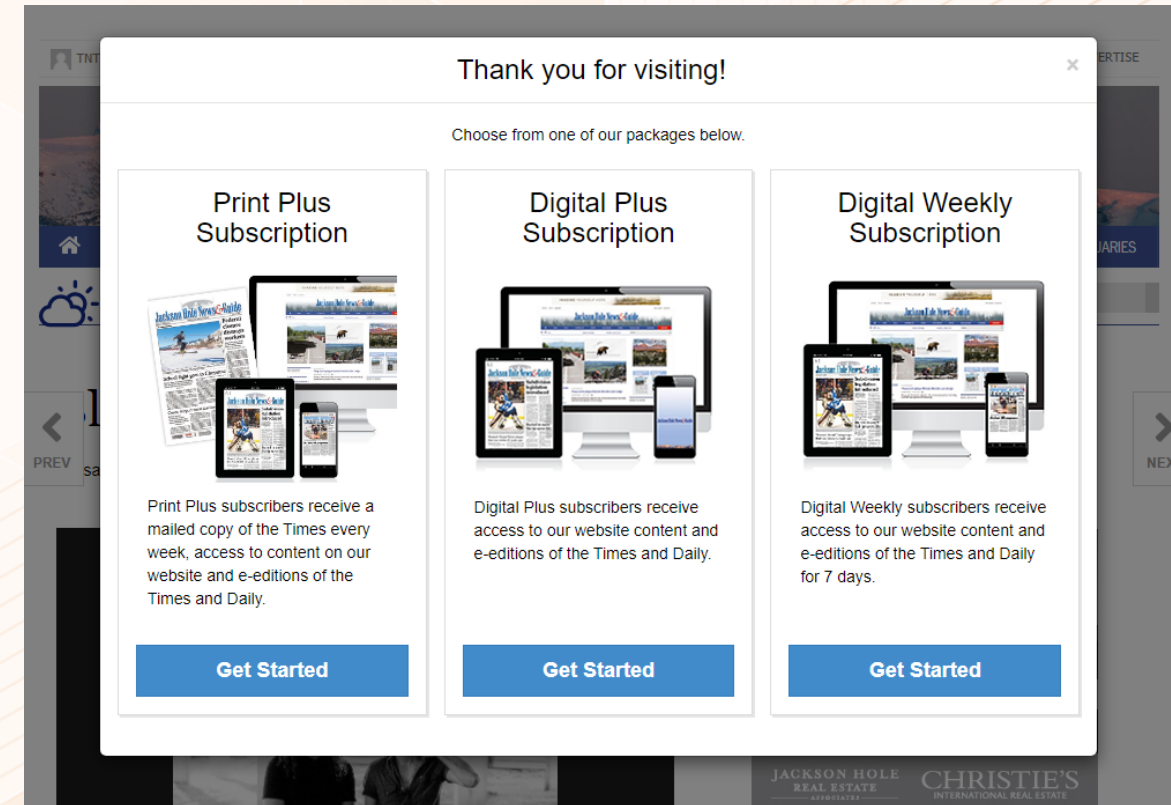
Adjust dynamic meters based on propensity:

- Target **drive-by users** with ads
- Encourage **brand lovers** to subscribe



Your goals, your rules

- Different thresholds for desktop and mobile
- Hardwalls for ad blockers, incognito mode, or anyone else we can detect trying to bypass our system
- Make your archives free or charge a premium for them



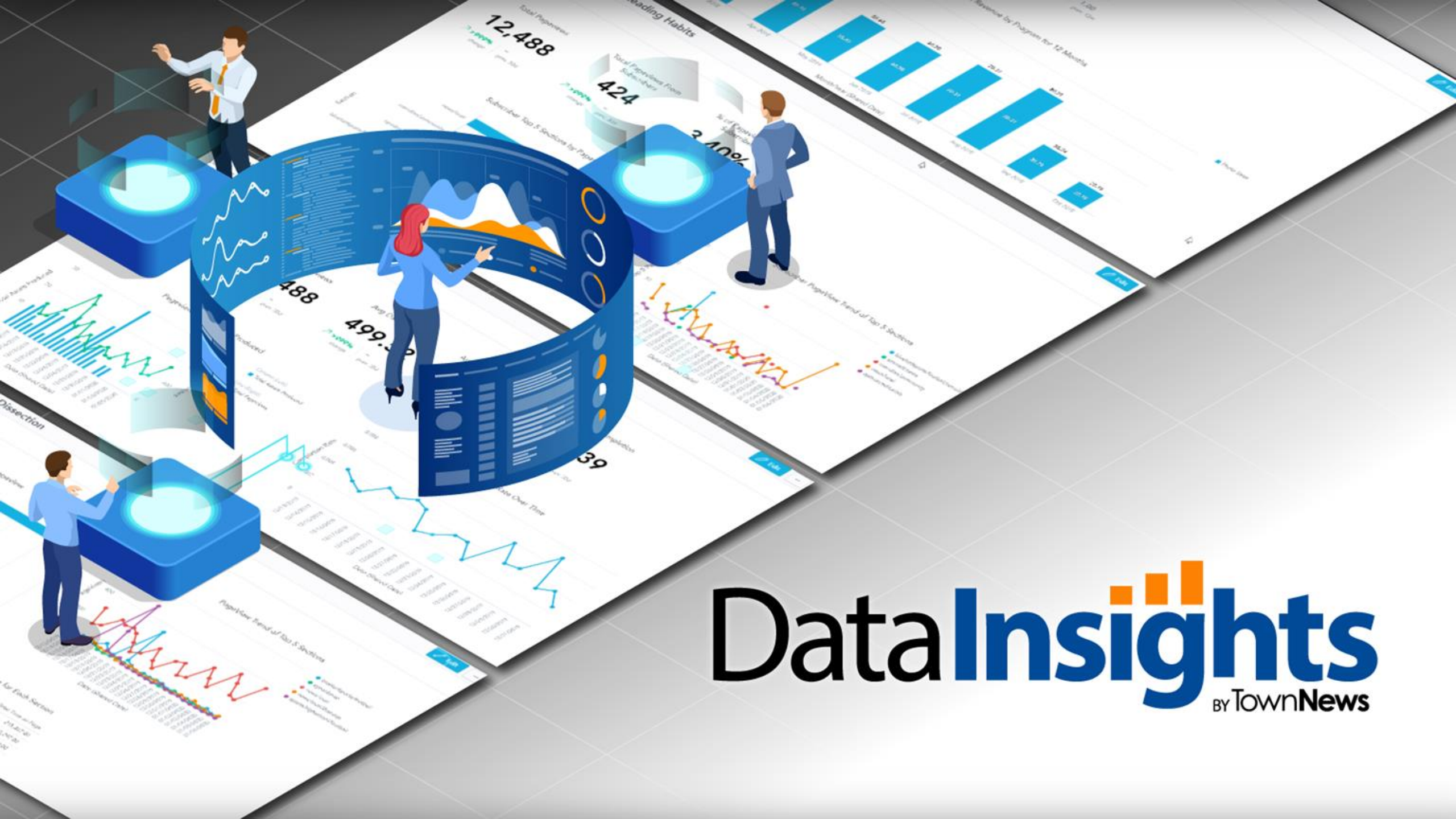
iQ Audience+ drives results

New starts: We have increased new starts 30% YoY, and about 28% MoM

Ad impressions: Added over 1.5 million new ad impressions

Total subscribers/churn: Ended the month with around 30% higher net subscriber growth than prior December to January



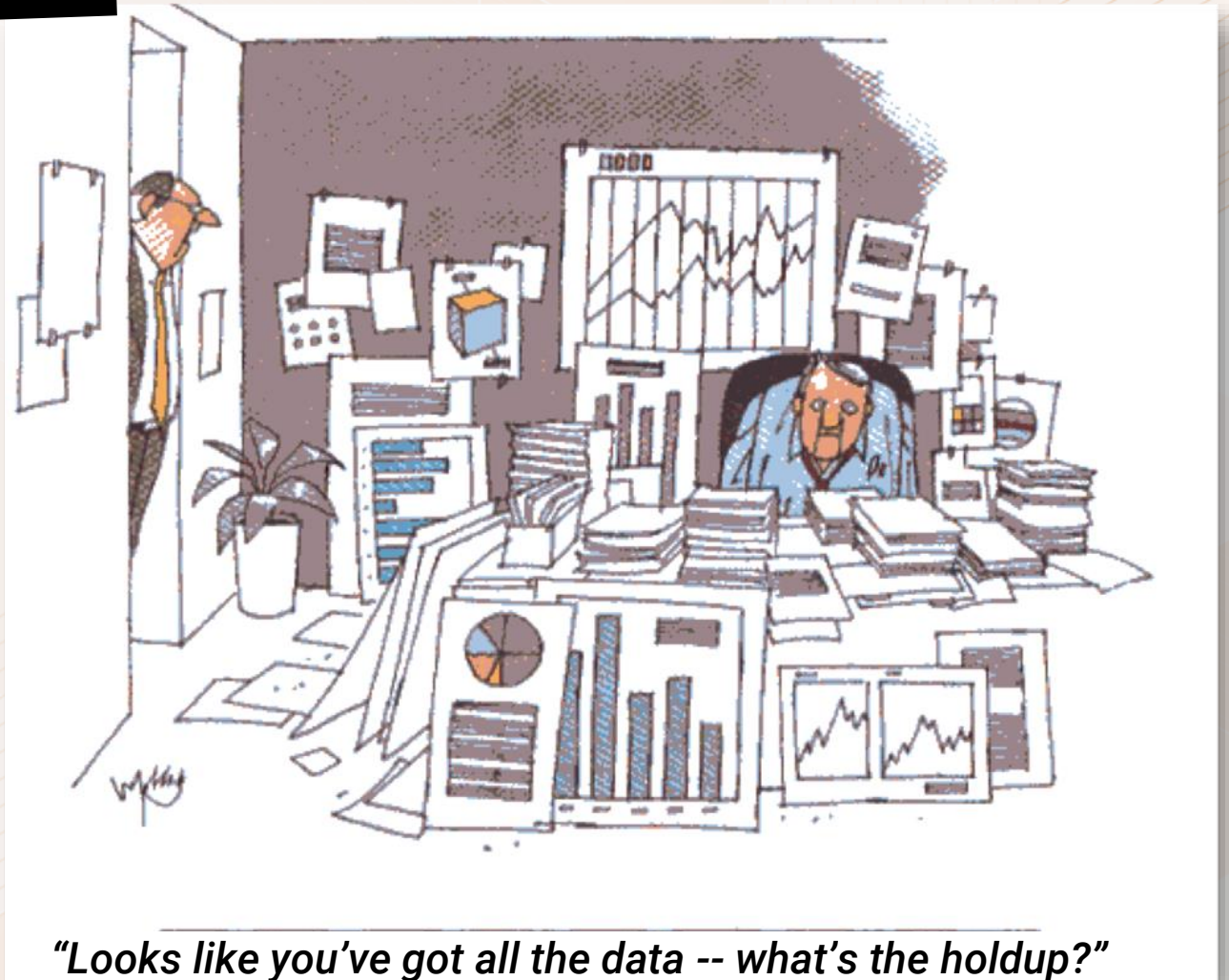


DataInsights

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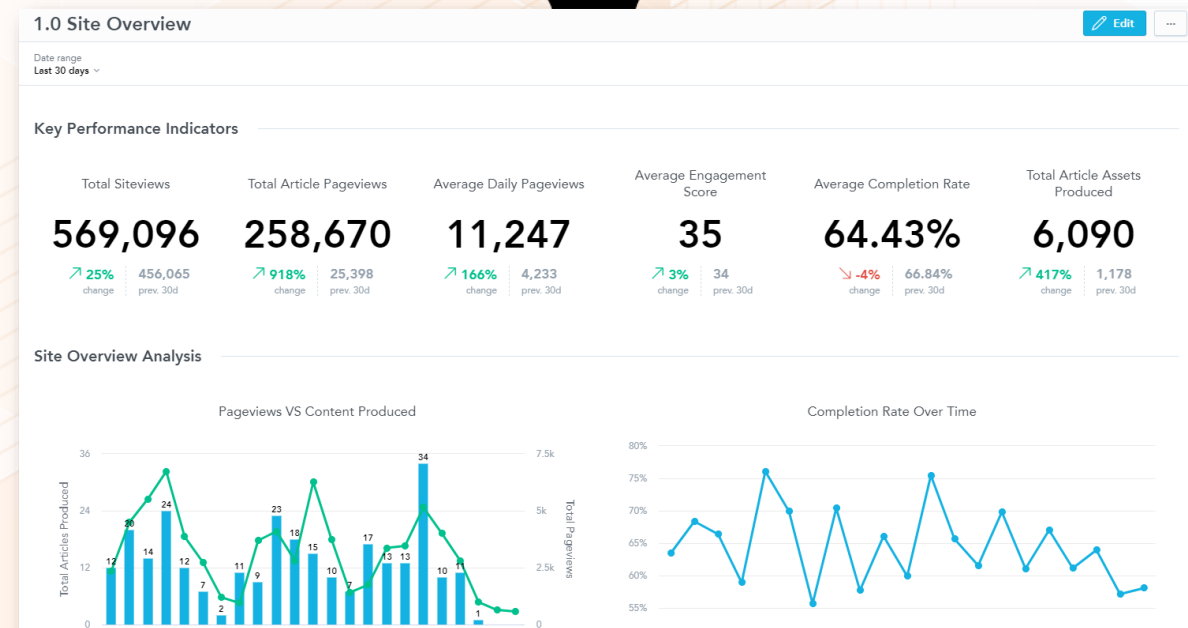
The issue is the data

- Data comes from many sources
 - BLOX CMS
 - Google Analytics
 - Google Ad Manager
- Separate what matters from the noise
- We're building a platform to manage all of that for you

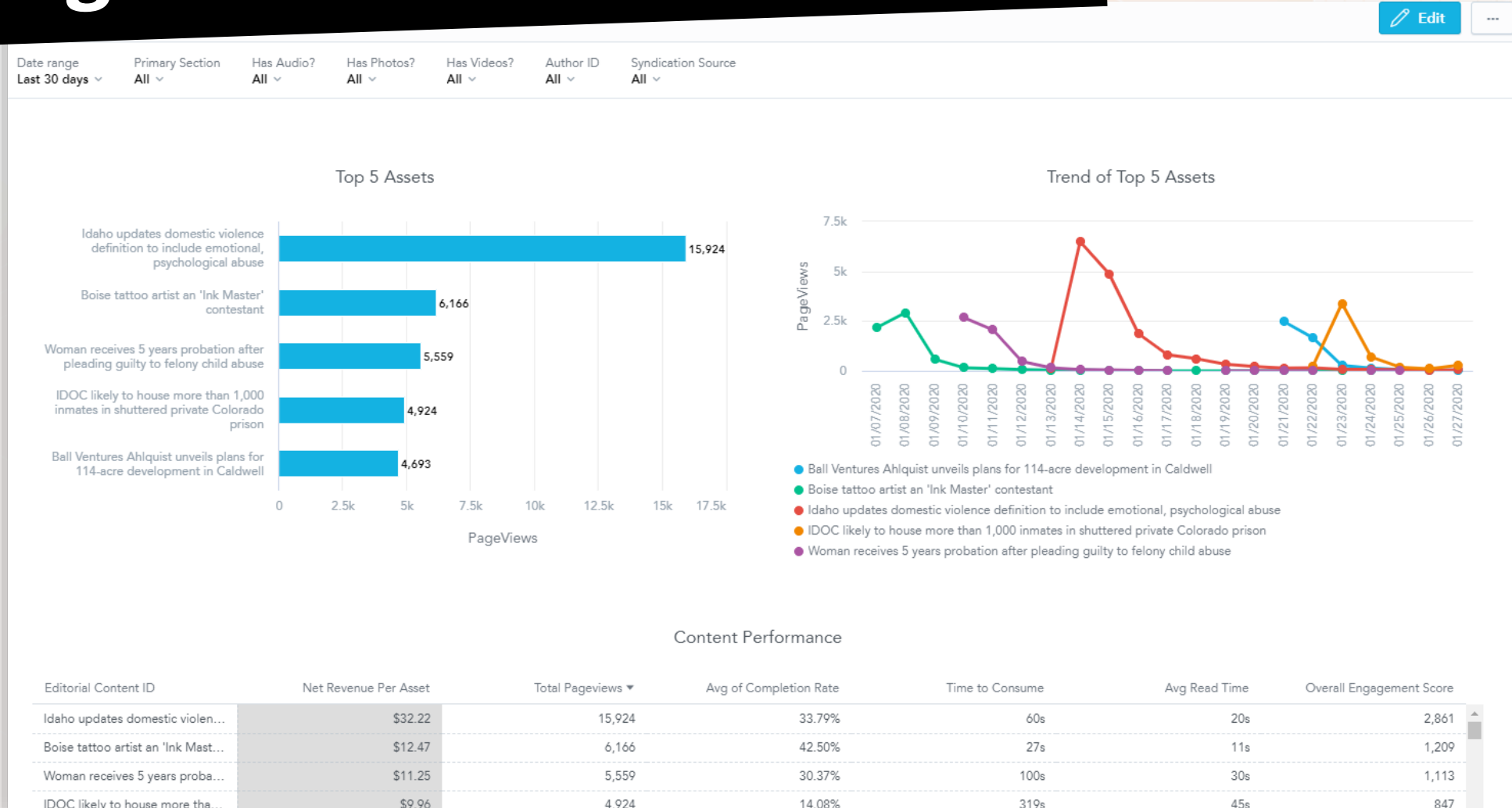


Actionable data

- One-stop-shop for analyzing all of your data sources
- Insights into your data
- KPIs and trends
- Benchmarking against others (industry and traffic)
- See trends as they emerge

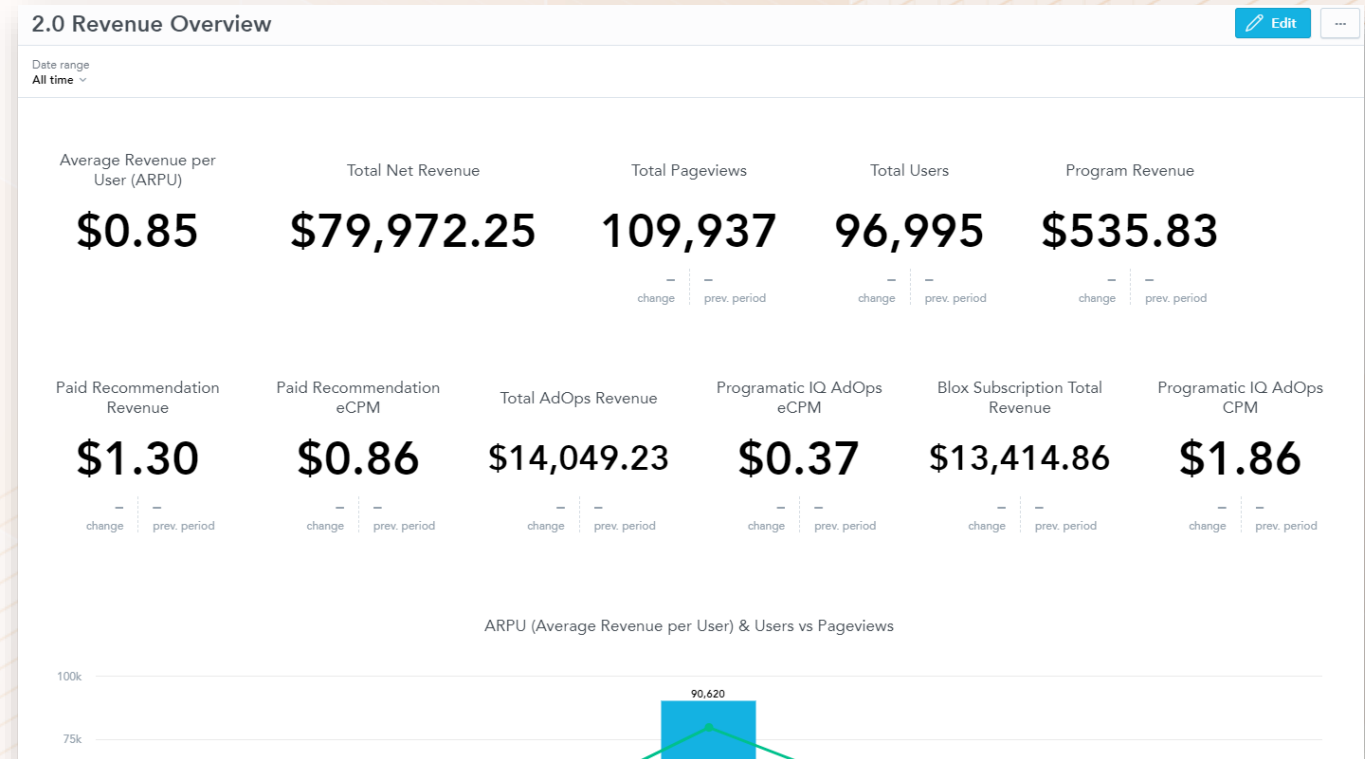


Making data easy to consume



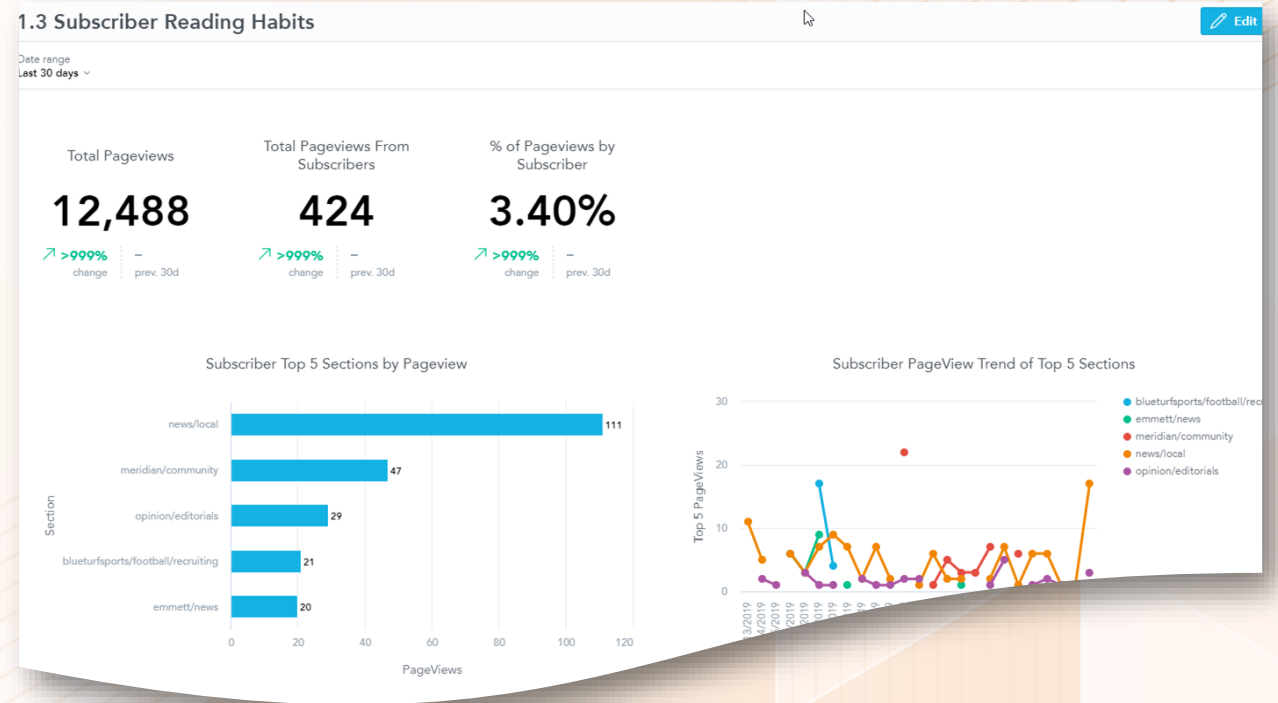
Understanding site revenue

- Revenue is at the heart of your business
- We make it easy to surface all revenue sources related to your digital product
- Then we tie it to your editorial and membership data to help you to make business decisions



Making data-driven decisions

- Which articles are the most engaging?
- Which author is generating the most traffic?
- What types of content resonate most with your members vs. drive-by traffic?
- What sources of revenue are the most effective?



Learn more today!

Stop by the TownNews booth to see how you can **unlock your data's hidden potential** and convert casual digital visitors into highly-engaged members or subscribers.

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